

LIFE



NEW MOVIE STAR
BARBARA BEL GEDDES

APRIL 12, 1948

15 CENTS

The happiest brides have *Community*



April showers are sunny
when they sparkle with Community . . .
the bride's beloved silverware . . . for keeps!
Distinguished in design, solidly "first family,"
blessed with Community's own "Overlay"
of extra silver where you need it . . .
Community is first choice of
happy, hospitality-loving households
today . . . as it has been for years.
See Community's four *correct* patterns†
temptingly priced for spring-bride budgets.
They're at your jeweler's . . . this minute!
(No Federal Tax)

If it's Community*... it's correct!

†(Pattern not illustrated—*LADY HAMILTON)

COMMUNITY . . . THE FINEST SILVERPLATE . . . ONEIDA LTD., ONEIDA, NEW YORK

*TRADE MARKS OF ONEIDA LTD. COPYRIGHT 1948 ONEIDA LTD.



Plays Records Like Magic...

IN A NEW AUTOMATIC WAY!



It looks new ... it is new ... a radio-phonograph that plays records in an exciting, new *automatic* way! You lift no lid, you load no records, you don't even see the tone arm. You *just slide in a record and it plays!* It's an amazing contribution to ease in playing records ... so simple, you can do it blindfolded. And what a radio, too! It's the sensational Philco 1401, just announced ... see it at your Philco dealer.

PHILCO
Famous for Quality the World Over

Wednesday is Bingsday! Listen to Bing Crosby on Philco Radio Time, Wednesdays at 10 P.M. in the East, 9 P.M. everywhere else. ABC Network and many additional stations.

This One



1QNA-JDU-29N1

Copyrighted material

"EVEREADY"

Radio Batteries visit

DUFFY'S TAVERN

Duffy's Tavern
—on the air for
Bristol-Myers,
Wednesdays,
N.B.C.

My noives, Finnegan!
Stop shakin' that radio!

FINNEGAN: I wanna hear Duffy's Tavern. Dey say it's very good.

ARCHIE: I dunno, Finnegan. I sometimes think you haven't got the mortality of a two-year-old. This *is* Duffy's Tavern!

FINNEGAN: It is?

ARCHIE: Where the elite meet the sweet and petite.

FINNEGAN: But I can't hear nuthin' on dis radio.

ARCHIE: Finnegan, are there any batteries in it?

FINNEGAN: Batteries? What's batteries?

ARCHIE: "Eveready" batteries. They last longer* and give you more hours of listening pleasure. Consequentially you save money.

FINNEGAN: I do? Gosh, I'm gonna buy a lotta dem.

ARCHIE: This is a high-class joint. We don't allow no portable radios unless they got "Eveready" batteries.

FINNEGAN: Gee, you're smart, Archie. How c'n I get smart like you?



*YES, "EVEREADY" RADIO "B" BATTERIES do last longer! That's because of the exclusive *power-packed* construction of "Eveready" "B" batteries. All power, no dead space! Always ask for "Eveready" batteries.

NATIONAL CARBON COMPANY, INC.
30 East 42nd Street, New York 17, N. Y.
Unit of Union Carbide and Carbon Corporation

EVEREADY
TRADE-MARKS
MINI-MAX
RADIO BATTERIES

SIZE FOR SIZE—
*They outlast
all other brands*

The registered trade-marks "Eveready" and "Mini-Max" distinguish products of National Carbon Company, Inc.

LIFE'S REPORTS



HUBERT MEWHINNEY has unusual answers for curious Texans.

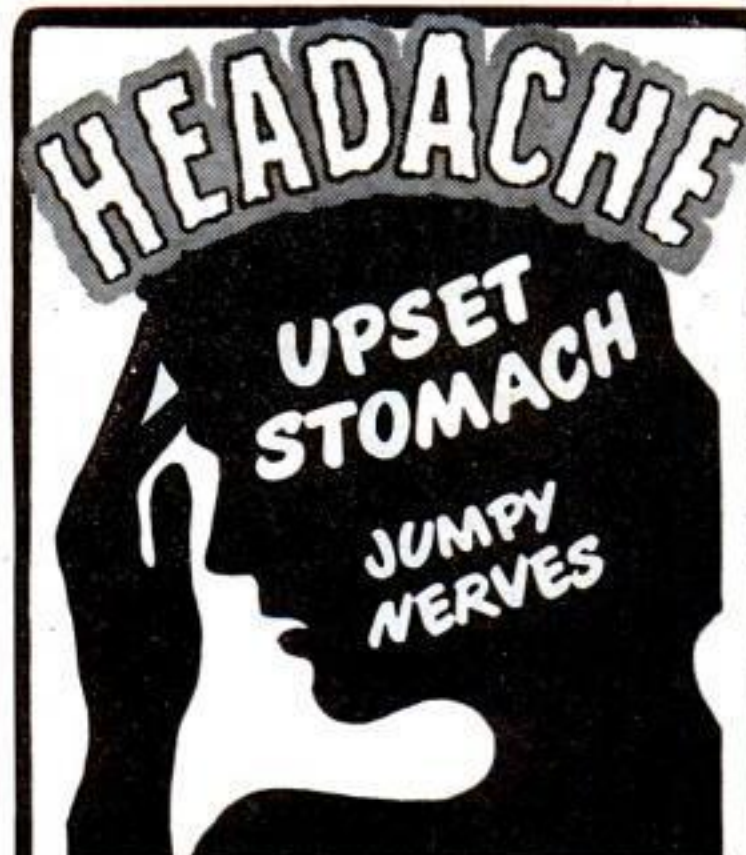
TEXAS QUIZMAN

Bats in your chimney?

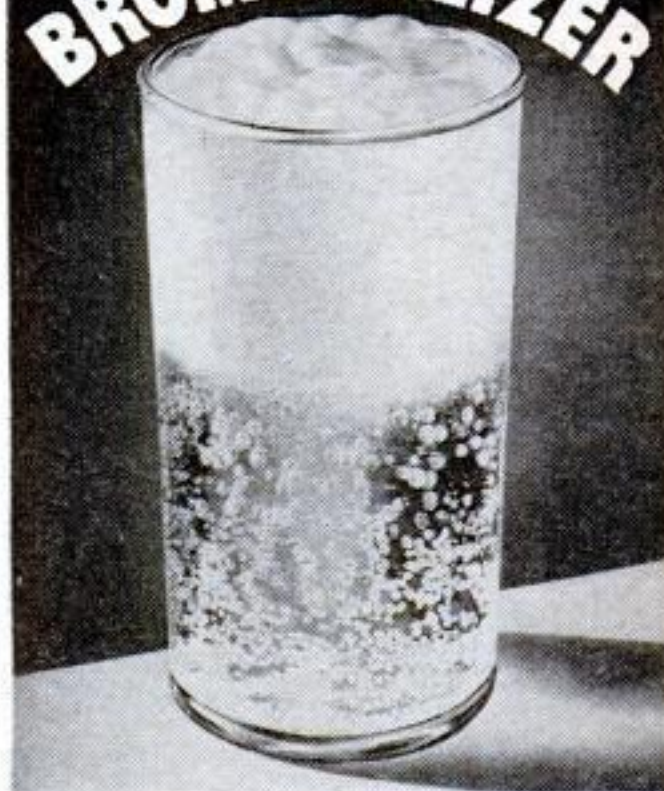
Just write Mewhinney

At one time or another probably everyone has wished that he knew the answers to endless small but hard questions: what is the age of the elephant in the zoo, is grandfather's old flintlock really a museum piece, why is there no "q" on a telephone dial, what color is the Eiffel Tower, how does a fly land on the ceiling, how do you pronounce *vichy-soisse*, or how do you get rid of bats in the chimney? It is possible that the citizens of Houston, Texas are truly no more curiosity-ridden than the people of the U.S. in general. But it is certain that their curiosity gets more publicity. For many months Houstonians have been getting answers to their questions by the process of parading their thirst for knowledge in a column called "Meeting All Comers" in the *Houston Post*.

The answers are provided by the *Post*'s onetime assistant city editor, a quixotic genius by the name of Hubert Mewhinney (pronounced Muh-whin-ney). Replying to the above queries Mewhinney informed his customers that the Houston zoo's elephant is 31; the gun should be taken to Oshman's, a local sporting goods store, for appraisal; the fact that in English "q" is always followed by "u"



TAKE FAMOUS
BROMO-SELTZER



RELIEF!



Three-way distress calls for three-way relief. So when headache, upset stomach and jumpy nerves all hit at once, take Bromo-Seltzer. It fights ordinary headaches *three* ways:

1. Relieves pain of headache
 2. Relieves discomfort of upset stomach
 3. Quiets jumpy nerves
- all of which may team up to cause trouble.

Simply put teaspoonful in a glass and add water. Bromo-Seltzer effervesces with split-second action... ready to go to work at once. Caution: Use only as directed.

Get Bromo-Seltzer at your drugstore fountain or counter today. Compounded in four convenient home sizes by registered pharmacists.



For **FAST** headache help
BROMO-SELTZER

A PRODUCT OF EMERSON DRUG COMPANY SINCE 1887

CONTINUED ON PAGE 4



FIRST American picture to take its stars inside war-ravaged Europe



ROMANTIC meeting leads to dangerous mission in Germany



FIGHT to death in an underground hideout... a brewery in Frankfurt



OFF LIMITS! A cafe where black markets and deadly intrigue flourish!

PERILOUS ADVENTURE IN A LAND OF TERROR!

They dared invade forbidden zones
... in search of the man of mystery ...
kidnapped by fanatic underground killers!

BERLIN

Frankfurt



Merle Oberon • Robert Ryan
Charles Korvin • Paul Lukas

in

Berlin Express

DORE SCHARY in Charge of Production

Produced by BERT GRANET

Directed by JACQUES TOURNEUR

Screen Play by HAROLD MEDFORD



with hair like this,
you'll hear: "hello
handsome"



Gals greet good-looking hair with open arms. For hair that rates receptions like this . . . for hair that's well-groomed, better-looking . . .

use **Vitalis** and the
Product of Bristol-Myers "60-Second Workout"
to stimulate scalp...keep hair handsome



50 seconds to massage—Feel that tingle! That's the alcohol in Vitalis stimulating your scalp. Different from those dressings that contain nothing but oil!

Won't dry your hair—The alcohol disappears, leaving a fine, protective film of pure vegetable oils that *prevent* dryness. At the same time, you condition your scalp—rout loose dandruff, help check excessive falling hair.



10 seconds to comb—Man, what grooming! What natural lustre! No greasy look—Vitalis contains only pure vegetable oils, *no mineral oil*. Get Vitalis . . . any drug counter or barber shop.

Your barber is an expert. He knows how to keep your hair handsome, stimulate your scalp. Ask him about Vitalis and the individual, sanitary Seal tube application.



Vitalis and Seal tube are Bristol-Myers trade marks



MEWHINNEY'S PICTURE appears daily at top of column. Readers expressed their ideas of his personality by submitting embellished likenesses (above) which he published.

LIFE'S REPORTS CONTINUED

makes it too inflexible to be used for phone exchanges; the Eiffel Tower is dull red; the fly simply flies upside down to its landing; pronunciation is veeshee-swaz. As for the bats, Mewhinney said, "There are several ways of chasing bats out of a chimney:

"1) If the chimney has a fireplace at the bottom of it, just build a fire. The bats will rush away, at their utmost speed, for bats prefer a quiet life and never inhabit a chimney full of smoke and flames. The same method is effective for a stove instead of a fireplace. If the bats come back, just build a bigger fire.

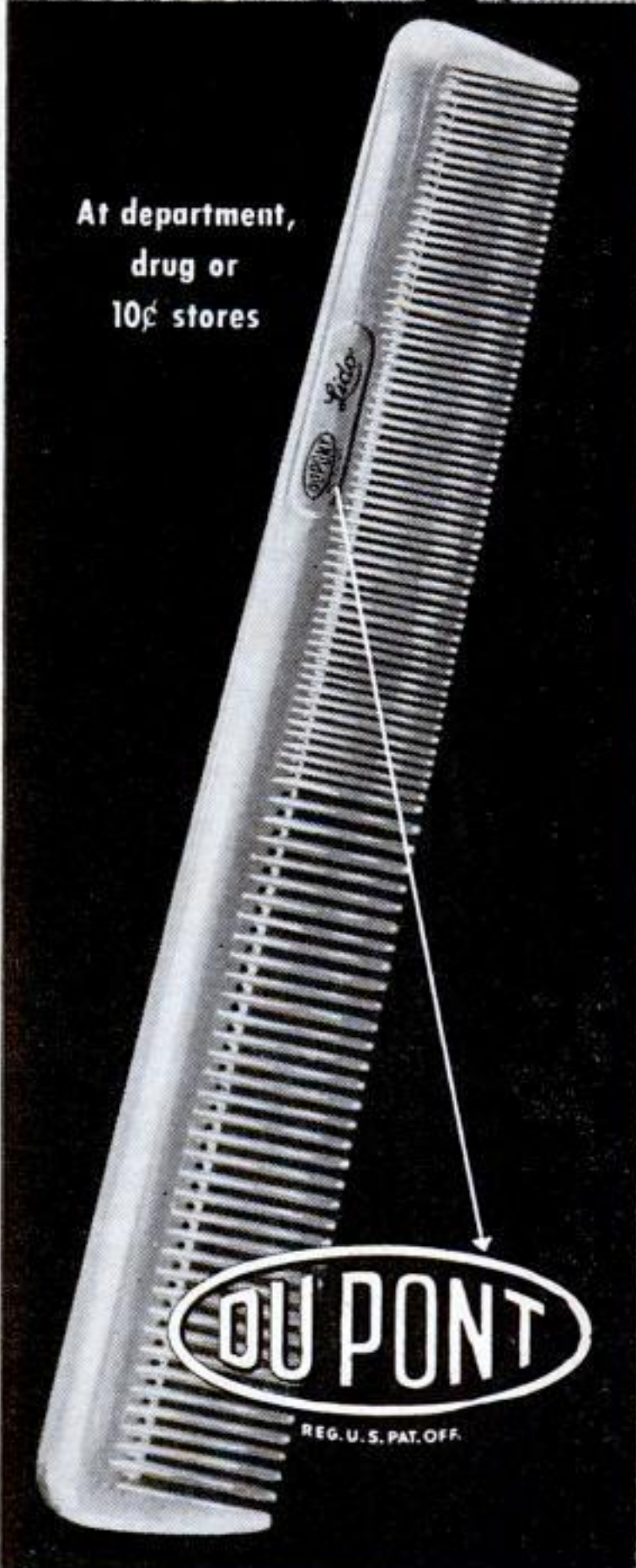
"2) If there is no stove or fireplace but only an opening where a stovepipe can be attached, you may use either of two methods: a) borrow a stove, set it up and build a fire in it; b) just go ahead and build a fire in the hole, but first equip yourself with a bucket of water.

"3) Get a tow sack and a piece of string about five feet long. Climb the roof. Pull the tow sack over the top of the chimney. Tie it on firmly with the string. If you want to keep the bats away without hurting them, tie on the tow sack at night, while the bats are out

"It's made by
DU PONT—
that's all I need
to know!"



At department,
drug or
10¢ stores



That's all anyone needs to know! When you buy a comb by Du Pont, the Du Pont oval is your guarantee of dependable quality. Strong, lasting teeth—well-rounded in smooth plastic so they can't bite your scalp or split your hair. Gay-colored, clear or black combs to match your hair, your clothes, your room. There's a style for every need—combs for men, women, children. Look for the Du Pont oval—the sign of a better buy in combs! Prices: 10 to 50 cents.

Better buy- **Du Pont COMBS**

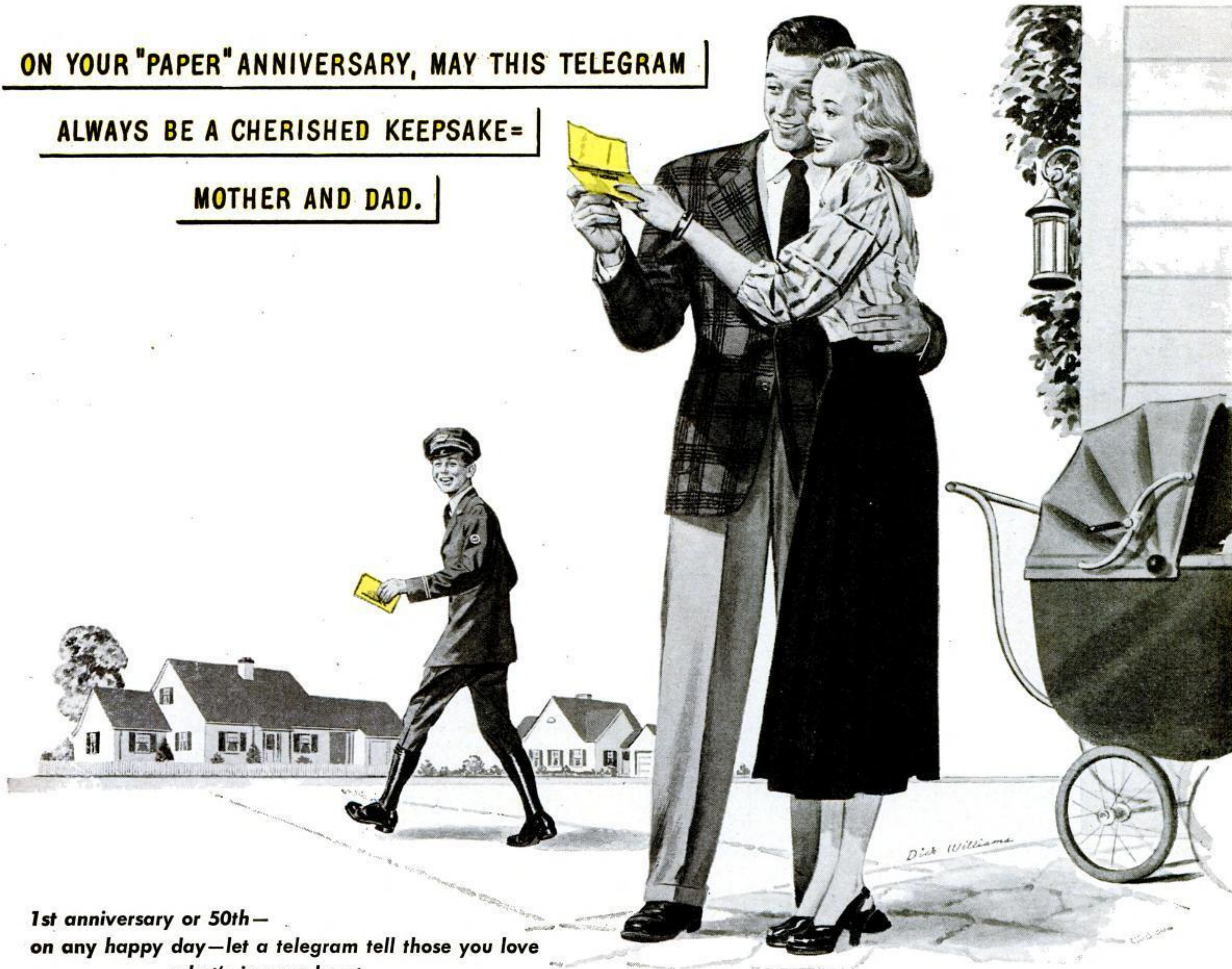
BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

CONTINUED ON PAGE 6

ON YOUR "PAPER" ANNIVERSARY, MAY THIS TELEGRAM

ALWAYS BE A CHERISHED KEEPSAKE=

MOTHER AND DAD.



**1st anniversary or 50th—
on any happy day—let a telegram tell those you love
what's in your heart.**

A YOUNG Mr. and Mrs. with stars in their eyes...or the man and woman who have long shared life's joys and troubles—remember them on that special day of the year that marks the beginning of their life together.

For a wedding anniversary is a date of fond memory—a day to tell the happy couple that *you* remember, too.

Tell them by telegram. That familiar yellow blank not only comes as a token of your affection

but remains as a cherished memento—in that special spot every family has for "keepsakes."

Write your own telegram, if you wish, or send any of the suggested "congratulations" messages in the handy leaflets at Western Union offices.

Just drop into the nearest Western Union office or telephone from your home or any phone booth. Telegrams from home can be charged to your phone and, from phone booths, can be paid for through the regular coin slots.



● Special Western Union stationery, with brilliant four-color illustrations at the top, is available for birthdays, holidays and "congratulation" occasions, such as anniversaries, births, weddings, and other personal events that you'll want to remember.

**"WIRE THE GOOD NEWS—
nothing gives the thrill of a telegram."**



**WESTERN UNION
TELEGRAM**

JC121 PD=
MR & MRS ROBERT E DENNISON JR =
627 SPRINGDALE AVE EAST ORANGE NJER=

It's Yours!



The New Gaines with VIACTRON that helps a Gaines-fed dog get

MORE GOOD OUT OF EVERY OUNCE OF FOOD!

● Today from Gaines Meal your dog can reap the benefits of a revolutionary new development in dog nutrition! Your dog's bones, teeth, coat, and entire well-being can receive its benefits. For the New Gaines — and *only* Gaines — contains VIACTRON.

What is VIACTRON?

VIACTRON is a combination of vitamin-rich and other nutritious foods specially prepared in granular form by an exclusive Gaines process. The New Gaines with

VIACTRON helps a Gaines-fed dog get more good out of every ounce of food he eats.

Gaines with VIACTRON is a scientifically balanced food, with all the vitamins, minerals—ALL the food factors that science says dogs should have. Gaines nourishes EVERY INCH of a dog. It's America's largest-selling dog food!

**AND GAINES COSTS
LESS TO FEED**

**than any other
type of dog food!**

New Gaines Meal

with **VIACTRON**

"Nourishes EVERY INCH of a Dog"



A Product of General Foods

Copyright 1948
by General Foods Corp.

LIFE'S REPORTS CONTINUED

flying around. If you want to starve the bats to death, tie on the sack in the daytime, while they are sleeping in the chimney. If there are any young boys in your family, let them climb the roof for you. They will enjoy it."

The aspect of "Meeting All Comers" which makes it one of the *Post's* most popular features and different from most question-and-answer departments is Mewhinney's extremely personal approach to the problem. The column has none of the cold, objective reserve which is usual in such enterprises. Mewhinney flatly refuses to answer some categories of questions, including most silly questions. When he does answer them, he frequently ridicules their authors. He makes no secret of the fact that any Houstonian, armed with a phone book and a few equally elementary sources, could find the answers as well as he.

In many instances Mewhinney is amazingly accommodating. When a Houston resident asked the sage to explain the Truman Doctrine in one-syllable words, he did so in 285 one-syllable words. He explained not only what the Truman Doctrine is but also what it is not, and threw in a brief but incontestable appraisal of its workability:

"Time will tell."

On the other hand the early (for a morning paper) hours when he is piecing together the column sometimes find Mewhinney in a choleric condition in which he does not hesitate to slap down his fellow Houstonians. When a reader asked help in an ethical problem of whether to report his landlord to the authorities for high rent after originally agreeing to move into a black-market apartment, Mewhinney replied, "You told the man you would pay that rent. Pay it." He told another reader involved in a wrangle with his landlord, "Never mind the legal aspects. Just move out."

To a schoolboy who wrote in for help on his homework, Mewhinney wrote, "You just tell your teacher that this department already knows all those answers offhand but is not going to teach that class until paid for the work." He was similarly brusque with a Huntsville, Texas journalism student, "Your 13 questions about newspaper work have been received here. Answering them accurately and intelligently would take about 13,000 words. If your professor expects you to know all that stuff,

Try this

underwear just once and you'll wear it all your life! For you'll know the minute you put it on what comfort *really* is. You see, Healthknit is the only

underwear

that has the Kut-Ups feature and the Cantilever support. Working together, these two big exclusives banish creep, bind, bunch, give you support

that's really

gentle. You feel the difference with every move you make, every step you take. Yet Healthknit costs no more. So, from now on, friend, wear this

different

kind of underwear. Ask for genuine Kut-Ups shirts and MacDee shorts. For men and boys at better stores everywhere.



HEALTHKNIT MACDEE[†] BOTTOMS

support without binding or chafing. The built-in Cantilever action gently lifts as full elastic waistband hugs. Only Healthknit has it! Your choice of briefs or midlengths.



HEALTHKNIT Kut-Ups[†] SHIRTS

won't wrinkle, won't roll up. Because the inverted-V vent tailored-in at the crotch line keeps them smooth and tucked in. Exclusive with Healthknit!



[†]TRADE MARKS REG. U.S. PAT. OFF.

Healthknit

TRADE MARK REG. U. S. PAT. OFFICE

SHIRTS • SHORTS • DRAWERS
UNION SUITS • UTILITY SHIRTS

STANDARD KNITTING MILLS, INC.
Knoxville 3, Tenn.
New York Chicago San Francisco

Licensee for Canada, S. Lennard
and Sons Limited, Dundas, Ont.

CONTINUED ON PAGE 8

FOR EASY, SPEEDY CLEANING—NO SINGLE CLEANER CAN MATCH THIS GENERAL ELECTRIC PAIR!

You can get them both for little more than the cost of many a single machine



The "Perfect Pair"
only \$96.85

1. For above-the-floor cleaning—the New TIDY!

A sensational idea in vacuum cleaners—a small, powerful tank-type machine, designed especially for above-the-floor jobs!

Only 14 inches long. So lightweight you can sling it over your shoulder like a shoulder-strap bag—or let it ride smoothly along the floor.

And it's *twice as powerful* as many a full-size upright used with attachments!

Long, flexible hose. Seven "slip-on" attach-

ments that clean upholstery, lamp shades, draperies—dust floors, walls, stairs—spray liquid wax, water-color paints, mothproofing fluids—all with blissful ease!

Telescope bag, easy to empty. Shoulder strap adjustable and detachable. More convenience, more efficiency than you've ever known!

TIDY—Complete with attachments—only \$43.60.

2. For rug-cleaning—the New TALL!

A handsome General Electric upright—smartly styled to match the TIDY, in sleek brown-and-buff, scratchproof finish.

Fully tufted brush combs and sweeps—coaxes out stubborn dirt quickly, gently. Easy on the rugs, easy on *you*.

Nozzle adjusts automatically to ideal cleaning height for any thickness of rug pile—thanks to a new, *exclusive* General Electric feature.

From the tip of the adjustable handle down to the wide-angle spotlight—it's a beauty! A tremendous value at \$53.25!

Put them both together—and dollar for dollar—you'll have the finest combination that ever cleaned a house from top to bottom!

What a value! Think of it—two superb cleaners, with full attachments. A complete house-cleaning ensemble—for hardly more than the cost of a single machine in many cases!

See them—try them out yourself! The new shoulder-strap TIDY and the new rug-cleaning TALL! Get your "Perfect Pair" at your nearest General Electric retailer's! General Electric Company, Bridgeport 2, Conn.



VACUUM CLEANERS

Approved by Underwriters' Laboratories, Inc.

TIDY is great with these models, too!



De Luxe Model

—handsome, streamlined cleaner with two-speed motor. *Low* for scatter rugs, light pick-ups. *High* for thorough weekly cleaning.



Medium-priced Model

—popular G-E Cleaner with single-speed motor. Spotlight, easy-to-empty bag, fully tufted brush.

(Prices subject to change without notice.)

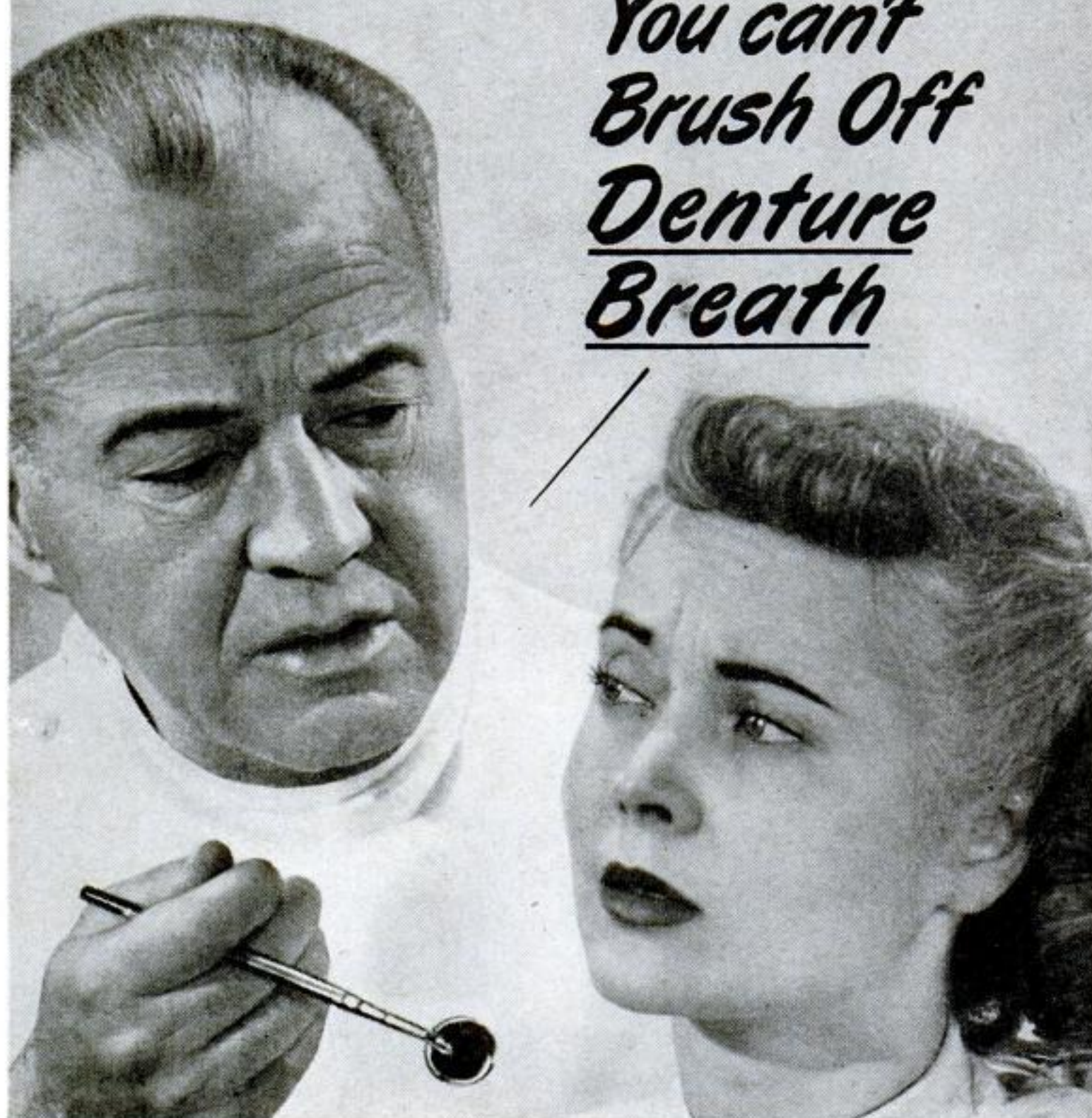
GENERAL ELECTRIC

False Teeth?

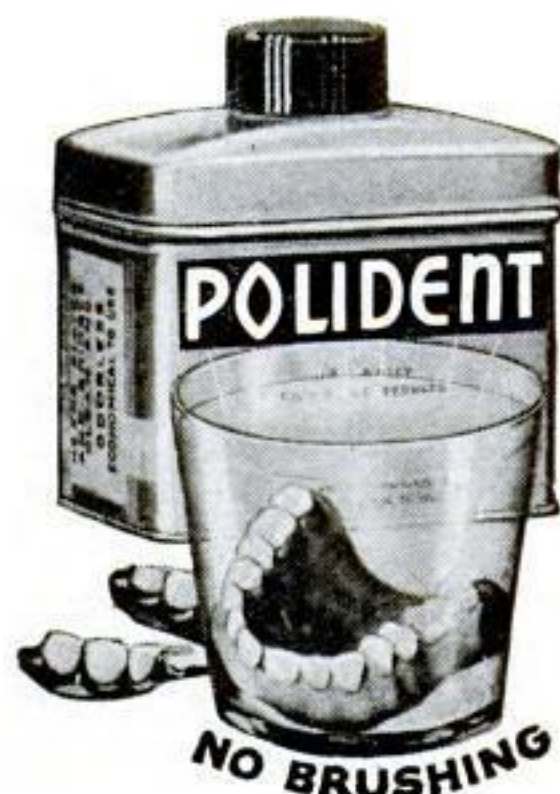
DON'T RISK A "BRUSH-OFF"



*You can't
Brush Off
Denture
Breath*



**Soak your plate or bridge in Polident
to keep it hygienically clean, odor-free**



Soak plate or bridge daily—fifteen minutes or more—in a fresh, cleansing solution of Polident and water.

MOST DENTISTS agree that brushing cannot cure the unpleasant offense known as DENTURE BREATH.

To keep dental plates clean, pure, free of tell-tale odors, more dentists recommend Polident than any other denture cleanser. Gentle, easy soaking in a solution of Polident and water every day is a safe, sure way to avoid DENTURE BREATH—and to keep your false teeth sparkling bright with their original natural look.

Buy an economical can of Polident, world's largest selling denture cleanser.

Use POLIDENT Daily

RECOMMENDED BY MORE DENTISTS
THAN ANY OTHER DENTURE CLEANSER

**LOOSE
FALSE
TEETH?**

**Amazing New Cream
Holds Tighter, Longer**
than anything you ever tried
or double your money back

POLI-GRIP
Made and Guaranteed by
POLIDENT

LIFE'S REPORTS CONTINUED

he expects you to know more than most editors. So go ahead and flunk the course with an easy conscience."

"Sooner or later," he remarked in his column one day, "somebody is going to write in and ask where he can get his cargreased or his shoes shined." He went on to name a shop where a customer could get an umbrella re-covered, but he pointed out that for the \$5 involved it would be more sensible to buy a new one. To a Houstonian who asked about a rumor that he could acquire a new Ford in exchange for a copper 1943 penny, Mewhinney replied, "Sure. You can also get a fairy pumpkin coach and a little glass slipper. No coppers were minted in 1943."

To a boy who sent in a foreign stamp and wanted to know its worth and identity, Mewhinney replied, "Now look, David, you can find the addresses of some stamp dealers in the back of the phone book. And you can tote that stamp down there as well as some reporter can tote it. You are freely welcome to all the information available without my getting out of this chair. Those funny-looking letters on the stamp are Russian letters. That stuff at the bottom that looks like 1 pyb 1 is actually 1 RUB 1. The chances are it means 1 RUBLE 1. But don't bet on it. . . . For further information go see a stamp dealer or a Russian."

On one hot night last August, Mewhinney undertook to expound his theory on the subject of acquiring information:

"Deep thinkers constantly admonish the public nowadays that it is dangerous to live in the atomic age and still stay ignorant. But those thinkers have never yet told the public how to cure itself of its ignorance. So this department is going to tell—as follows:

"a) Don't argue with people who are equally ignorant.

"b) Just go look up the answer in: 1) The dictionary. 2) The encyclopedia. 3) The telephone book.

"c) If still frustrated, go to the city library.

"A little anecdote will illustrate. The boys out in the stereotyping room had a long and bitter argument the other night on the origin of soft-shelled crabs. The argument went on for hours. It was never settled, either by blows or by reasoning. So Joe Grimes of the stereotyping crew appealed to this department to undertake the exhausting research required to find out about the



**DOUBLE
ACTION**

PENNZOIL

MOTOR OIL

**FLOWS FAST
STAYS TOUGH!**

Sound your "Z" for
this one Pennsylvania
oil! . . . Sold coast to
coast at this sign of
quality service.



*Registered Trade Mark Member Penn Grade Crude Oil Ass'n., Permit No. 2

**Tough-film PENNZOIL* gives all engines
an extra margin of safety**

CONTINUED ON PAGE 11

Now... Two Great **GOOD YEAR** Heels with **NEOLITE**



Take Your Pick of these
two top-notch **GOODYEAR HEELS**
with **NEOLITE**!

New Goodyear De Luxe Heel with NEOLITE Plugs. A perfect combination for long wear. Wonderful cushion-easy Goodyear rubber with inserts of tough, non-skid **NEOLITE** at points of greatest wear. This great new heel will take you a long, long way—stay trim and new-looking longer. Your shoe repairman has new Goodyear De Luxe Heels with **NEOLITE** Plugs in all sizes for all the family. Ask for them by name.

The Famous NEOLITE Heel. It costs a few cents more—but it will outwear any other heel money can buy. This super heel is made of toughest Goodyear rubber—with a generous insert of durable **NEOLITE** for extra wear and all-weather safety. To enjoy the comfort of the finest quality heels, that cost *more per pair, but less per step*, ask your shoe repairman for **NEOLITE** Heels by name. You'll find no other heels quite like them.



At better shoe repair shops—for men, women and children

NEOLITE HEELS



NEOLITE T. N.—THE GOODYEAR TIRE & RUBBER COMPANY

Stands out in **VALUE!**

Swift's Prem is *all* meat—solid, nourishing meat . . . with nothing to waste. Served hot or cold, sliced or as loaves, it's delicious to the very last bit.

Stands out in **NUTRITION!**

Pork gives certain vital nutrients. Beef gives more of others. So combined in Swift's Prem you get the *valuable nourishment* of both these fine meats—the important minerals, B vitamins and high-quality proteins that we all need.

Stands out in **FLAVOR!**

Good pork alone is tasty. So is good beef. But blended together the special Swift Prem way, flavor is doubly delicious. The individual Prem loaves will prove it—and delight your family.

WOMEN PREFER beef *added!*

Tender, flavorful beef has been added to Swift's Prem because a majority of homemakers wanted it. From experience they knew that pork and beef combined was bound to be better. So try this perfect blend of meats, soon. See how much better Prem is.

Cut whole Prem loaves into halves. Top with apricot jam and bake in moderately hot oven (400°F.) about 20 minutes. Serve with cauliflower topped with melted butter and cooked egg yolk forced through a sieve.

SWIFT'S stands out...



the ONE with Tender BEEF Added!



It's **SWIFT'S...**
Say **PREM!**



You'll beam!

When you discover
how wonderfully good
it tastes!



And beam again!

When you discover
Sunsweet Prune Juice
helps regularity, too.



SUNSWEEP PRUNE JUICE

Now also
available
in cans



Prepared and distributed by the
makers of Mott's apple juice, apple sauce,
cider, vinegar, and jellies

LIFE'S REPORTS CONTINUED

crabs. Mr. Grimes perhaps envisioned this department as trudging the streets in quest of a marine biologist, pawing through ponderous tomes about marine crustacea, or maybe even catching a crab and studying his habits for six or seven months.

"But this department trudged exactly seven steps over to the unabridged dictionary and looked up 'soft-shelled crab.' And the dictionary gave forth as follows: 'A crab which has recently shed its shell, the new one still being very soft.'"

"If mankind would still rather argue all night than go look something up in the dictionary, mankind is fixing to have some serious trouble."

Mewhinney once wistfully recorded his impression of his milieu, in an au revoir piece written the night before his vacation:

"Nobody ever asks anything about music, languages or philosophy. Mostly what the customers want to know is how to get cockroaches out of their kitchens, bats out of their chimneys or kittens out from under their houses. Or they pick up something off the beach at Galveston and want to know if it is ambergris. At one time or another 50 or 60 customers have written in to ask if old books in their possession were worth any sizable sum of money. But nobody yet has ever asked if a book is worth reading."

"This department will make no effort to reform the customers. This is Houston, not Athens; and the year is 1947, not 400 B.C. The dialogues of Plato record some several hundreds of questions that Socrates asked of the citizens, as he walked up and down the streets, as well as those that the citizens asked of Socrates. Not one of them dealt with cockroaches in the kitchen or kittens under the house. The Athenians would have considered such questions trivial."

"But that was Athens; and this is Houston. This department is reconciled to the difference, which in time amounts to 2,347 years and in spirit runs to an immeasurable distance."

One fact which frequently is mentioned in "Meeting All Comers," and undoubtedly is pleasing to the Texans who read it, is that Hubert Mewhinney is thoroughly Texas. His forebears, of County Tyrone Irish extraction, have been Texans for 114 years. ("After 114 years you don't worry as much [about Texas] as you do in the first six weeks.") He passed through a farm child-

CONTINUED ON NEXT PAGE

Art-carved

RINGS BY WOOD

NEW YORK • LONDON • AMSTERDAM • ANTWERP



Wedding gown in white and pale gold brocade, designed by Etta, inspired by the 15th century tapestry "The Noble Life" on exhibition in the Metropolitan Museum of Art.



The day you choose your diamond ring,
look inside for the name *Art-Carved*...

it is your assurance of lifetime value.

Every *Art-Carved* diamond ring is registered and
guaranteed, and every step in the making of a genuine
Art-Carved ring is performed by America's oldest and largest
ringmaker. His experts abroad select and cut each fine

Art-Carved diamond. His master goldsmiths
bring these new-mined gems direct to you

in hand-carved settings of great distinction.

Only *Art-Carved** offers you this complete protection.

Diamond rings \$75 to \$5000 Wedding rings from \$9 At fine jewelers.

FREE! "How to Select Your Diamond Ring," new, illustrated booklet that will help you choose your diamond wisely. Write to J. R. Wood & Sons, Inc., Dept. L-3, 216 E. 45th St., New York 17, N. Y.

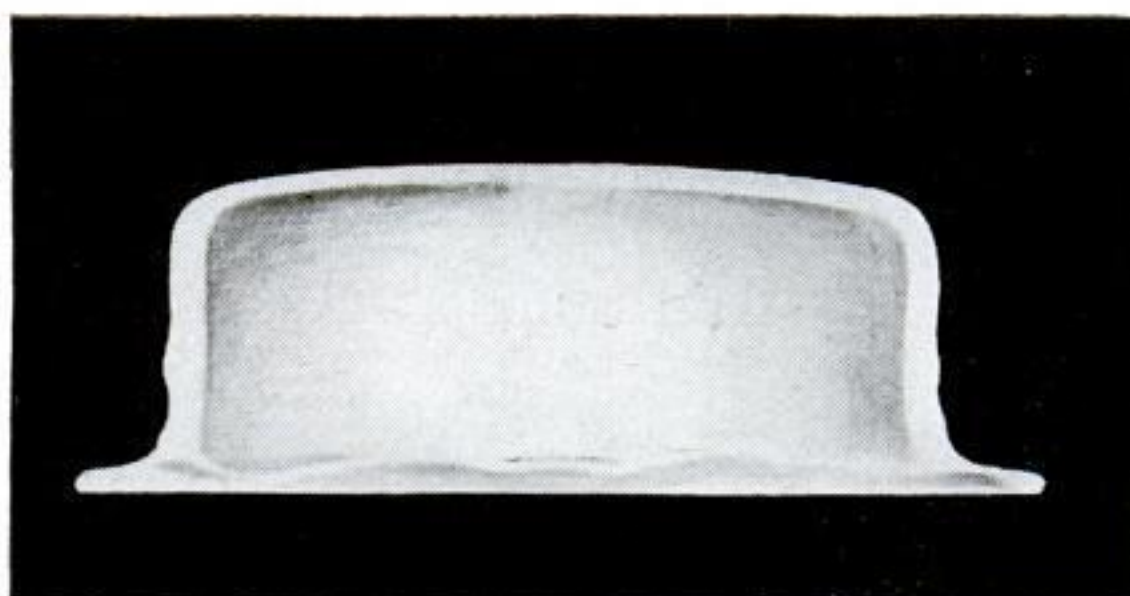
*Trade Mark Reg.

Beloved by brides for almost a hundred years

SAVE on SOAP!

Switch from Ordinary Flat Cakes that Melt into
"SOAP-DISH JELLY"

ORDINARY CAKE LIES
FLAT! AIR CAN'T GET IN!
THE RESULT? WASTEFUL
"SOAP DISH JELLY"!



See How
SWEETHEART'S OVAL CAKE
Dries Faster! Lasts Longer!

AIR GETS UNDER—
ALMOST ALL AROUND
SWEETHEART'S
STREAMLINED
OVAL CAKE!
IT DRIES FASTER!
STAYS DAINTIER!
LASTS LONGER!



• A glance tells the story! Ordinary soaps lie flat. Air is kept out. Thus they stay wet longer, melt faster, waste into "Soap Dish Jelly."

Small wonder, then, that countless thousands of thrifty women have switched from ordinary flat soaps to that dainty oval cake of pure, mild, fragrant SweetHeart. It's streamlined to dry faster, stay daintier, last longer. You can use it right down to the last fragrant sliver.

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AGREES with Your Skin



LIFE'S REPORTS CONTINUED

hood whose occupations included threshing beans, hunting possums, wolves and buzzards.

After a varied career in Southern and Southwestern journalism Mewhinney joined the staff of the *Houston Post* in 1935, for the first of several stints on that tolerant paper, and built himself a reputation as the *Post's* star reporter.

Mewhinney once flabbergasted a candidate for Congress by conducting a three-hour interview without writing down a single note, yet accurately quoted 1,500 of his words in the newspaper. At 43, Mewhinney's hair is gray and his angular face has the gray pallor characteristic of night city editors, though he now works the day shift. His weight has almost never exceeded 120 pounds and he has the ascetic appearance of a starving Irish poet; but he could light a kitchen match at eight paces by shooting at it with a .22 rifle and has frequently lived for days at a stretch in a tent in the Texas brush country, subsisting on what small game he could shoot. His fame in Houston is astonishing: little boys punch him in the ribs on buses, asking, "Aren't you Mr. Mewhinney?" "Yeah, what of it?" Mewhinney growls back. Strangers who drink with Mewhinney for the first time are always puzzled by his practice of dipping his index finger in each fresh drink and flicking a few drops on the floor. This is merely his version of the ancient Greek custom of pouring a libation; it appeases the gods while still conserving the whisky.

In two incisive answers to his curious customers he recently succeeded in encapsulating his attitude toward Houston, Houstonians and the world at large. He was asked:

"... Just between you and me, don't you think that there are better places to be than in Houston?" To which he answered:

"It depends on what you are looking for. The hills, for instance, are higher at Austin, but the pay is higher in Houston."

The second question:

"Can you tell me if there are any candlelight-and-wine places in or around Houston where a Gypsy violinist strolls from table to table, fairly hypnotizing the patrons? If not, why not?" To which Mewhinney replied:

"If anybody tried that wine-and-fiddle music here the joint would go broke. Houston is strictly a whisky-and-trombone town."

—DON MORRIS



His



Hers



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Yours
for fun

for style
for action

for only **4⁹⁵**

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1328 Broadway, New York City



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So never let a cotton dress enter your life without the "Sanforized" trade-mark.

Whether you're paying \$3 or \$30, look for that word "Sanforized" on the label every time!

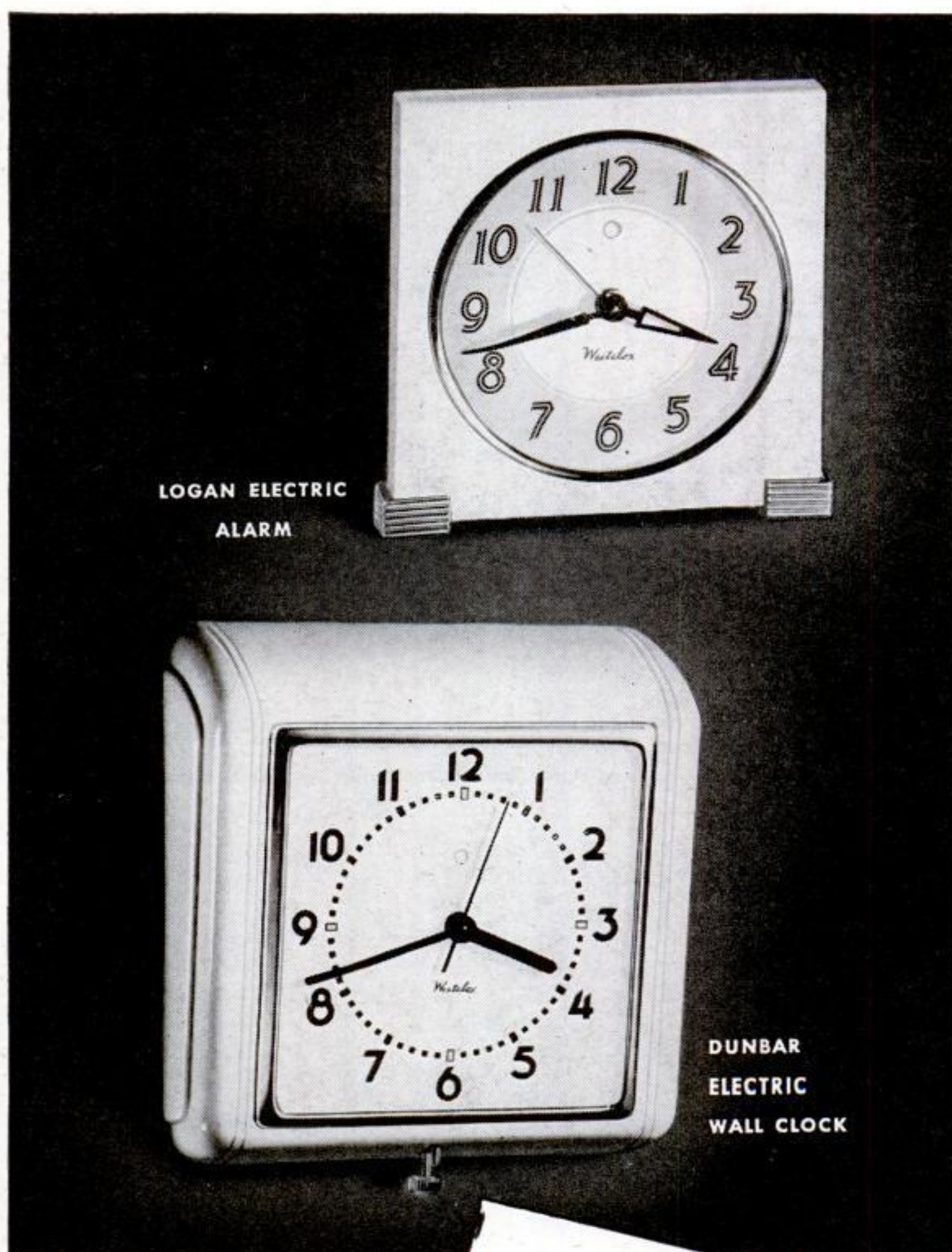
The style will never shrink away from the dress with "Sanforized" on the label!

•SANFORIZED•

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Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.

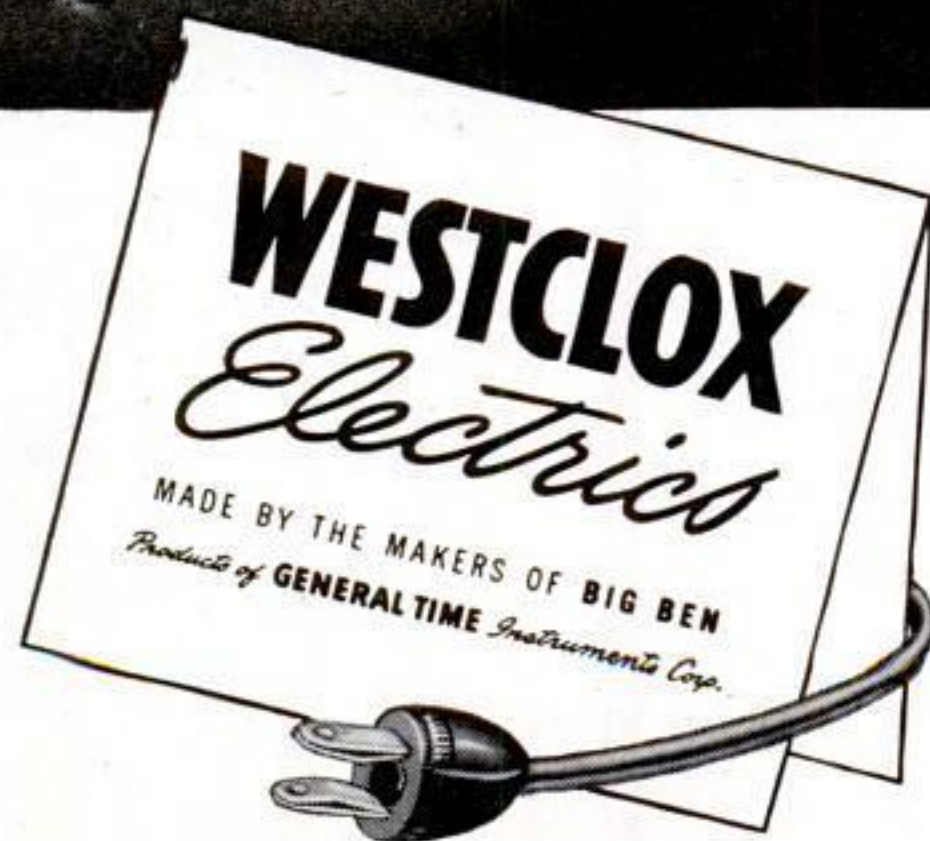
FEW THINGS can irritate you more ...day in and day out...than a clock that you can't depend upon. Which surely explains the enormous popularity of Westclox. Utterly devoid of temperament and tantrums, they just go quietly about their business of telling you the truth year after year.



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LOGAN Electric Alarm is one of the most attractively styled of all Westclox. Lacquered metal case, ivory finish, two-tone dial. With cheerful bell tone alarm, \$5.95. Luminous dial, a dollar more.

Prices quoted do not include tax and are subject to change.



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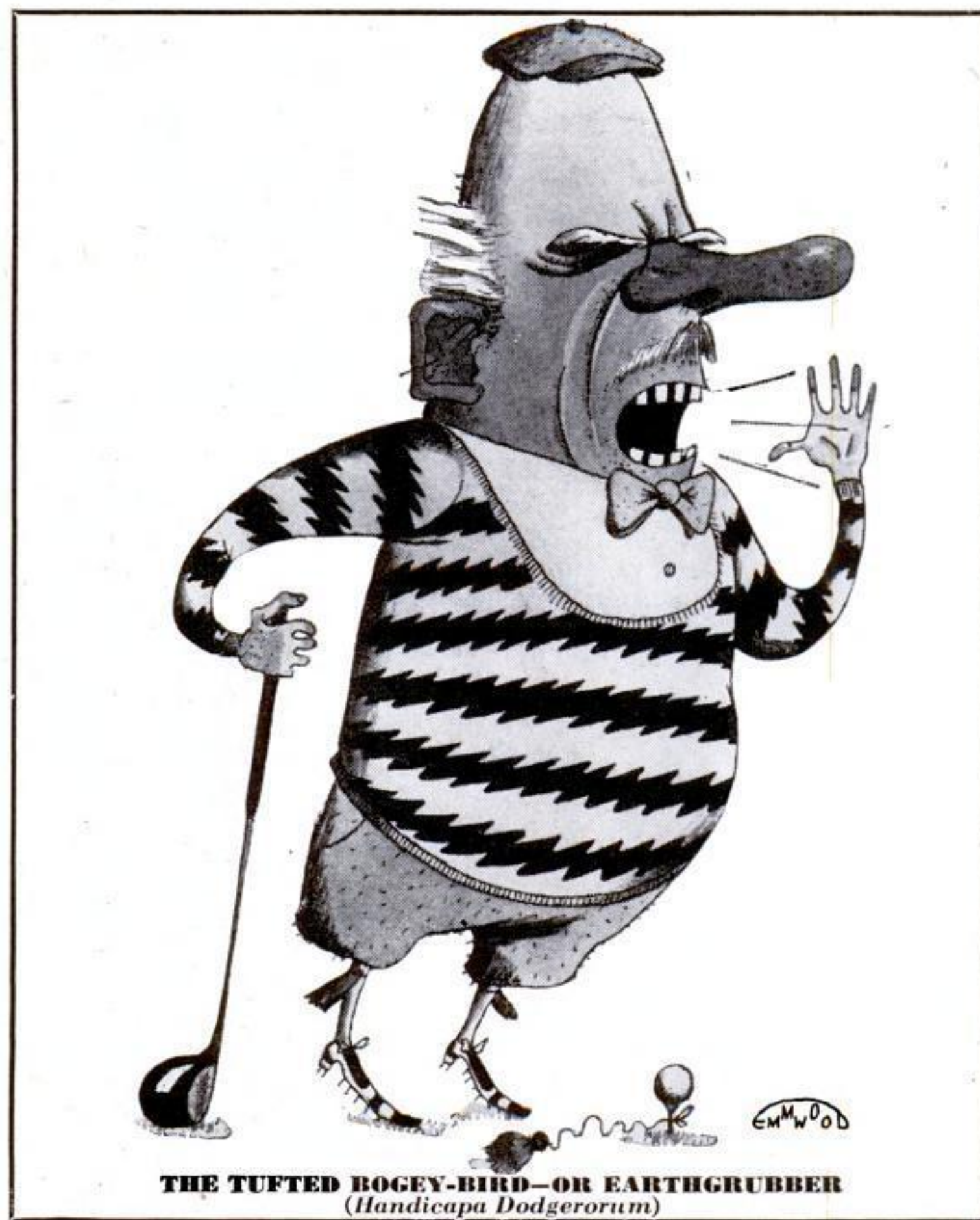


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THE GREAT CRESTED TROUT IRRITATOR—OR LYRE BIRD
(*Racontur-Exagerator*)

FISHING BIRD, like all the other caricatures, is identified with a phony Latin label. This bird is one of Britain's most crotchety species. It sits motionless for hours on the bank of a river but sets up a jealous squawk if its domain is invaded by intruders.



THE TUFTED BOGEY-BIRD—OR EARTHGRUBBER
(*Handicapa Dodgerorum*)

GOLFING BIRD usually inhabits deep grass, woods, sandy pits, often settling down for a long stay at the 19th hole. Feeds mainly on small birdies but it has been known to attempt eagles. It is generally brick-red in color, turning to carmine when aroused.

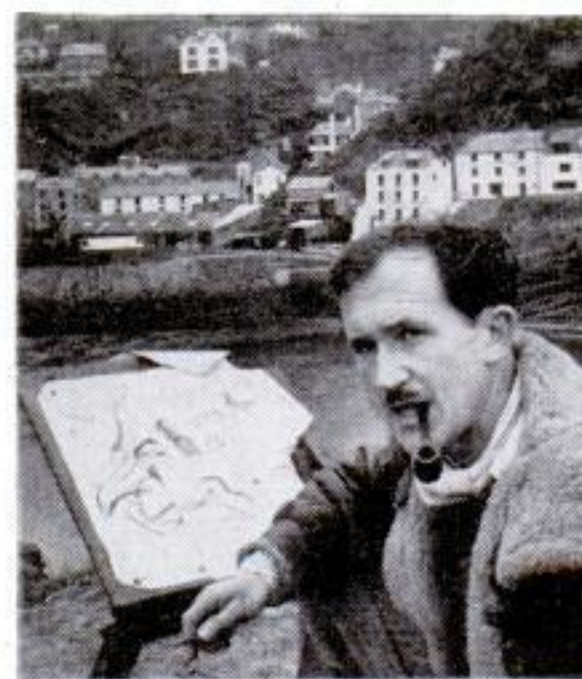


THE LITTLE HORNED INSPECTA BIRD—OR FÜD SNÜP
(*Undathcounta-Sumthinsturd*)

INSPECTOR BIRD or "food snoop," a product of British rationing, migrated to Britain during the war, is still prevalent there. It circles over its prey mercilessly and tirelessly, suddenly pouncing with a nerve-racking cry, a kind of "Ahhanowwivgotcha."

SPEAKING OF PICTURES...

... ARTIST MAKES BRITONS LOOK LIKE PECULIAR BIRDS



ARTIST BEGINS A SKETCH

The queer birds peering from these pages represent a British artist's satiric notion of what many of his fellow countrymen look like. Most Americans will instantly recognize some of them, like the crusty, trowel-nosed fox hunter (*top, far right*) or the choleric golfer (*above*). Others, like the food inspector (*left*), are peculiarly British. But all of them have in common the dumpy bodies and sharp beaks of birds. It is the claim of their creator, a 30-year-old Cornishman named John Musgrave Wood (*inset*), who signs his work "Emmwood," that birds and people look very much alike. He also claims that their habits are similar. With each caricature, all of which first appeared in London's

magazine, *The Tatler*, Emmwood writes a short paragraph of ornithological terms to describe its feeding habits, color, cries and habitat.

It was in the bird-infested jungles of Burma where he fought with the famed Wingate's Raiders that Emmwood first became fascinated with the bird-human similarity. Birds and soldiers alike got up at the same time, scratched around for food, squawked and jabbered at each other in the brush and finally retired at the same time to absurd nests or shelters. Back home in the tiny Cornish coast village of Polperro, he became further obsessed with watching gulls, often noting how similar their habits were to those of people he knew. "If you stare closely into a gull's eye," he remarks, "it begins to have a dreadfully human look."



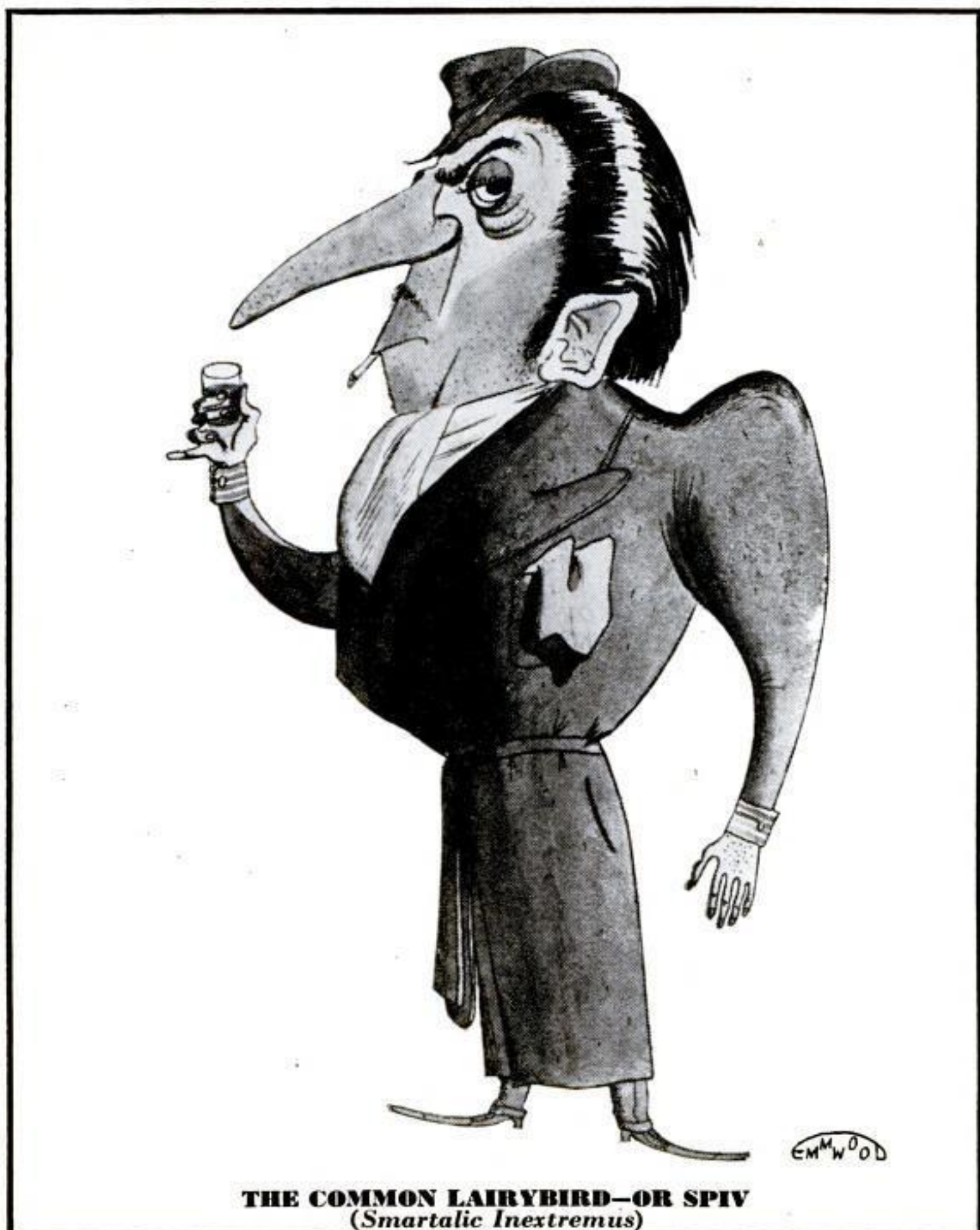
THE DÜS BIRD—OR VOLLI-VULTURE
(Wimbledonia-Excelsia)

TENNIS BIRD is a great show-off, flits gracefully over English lawns before huge crowds. It is fond of using silver cups to line its nest. When triumphant over a fellow bird it leaps high over a long net and utters a shrill, jarring cry, "Hahajolibadlucsa."



THE RED-BREASTED TANTIVY BIRD—OR BRUSHSNATCHER
(Horsfancia-Horrifica)

HUNTING BIRD sports a general pink color. It hunts its food in large flocks, is often observed engaged in wild flights over meadow and hedgerow trumpeting loud cries of "Yoicks" and "Tantivy." At other times, says Emmwood, the species is unspeakable.



THE COMMON LAIRYBIRD—OR SPIV
(Smartalic Inextremus)

SPIV BIRD, British counterpart of a Broadway "sharpie" who lives by his wits, is a bird of prey sporting greasy, blue-black head feathers, bright neck plumage, yellow feet. It only moves when it sees a sucker. Habitats are race tracks, dog tracks, joints.



THE BLACK MARKET MERLIN—OR DRÖN
(Directmoe—Wymneutral)

BLACK-MARKET BIRD is mottled with blotches; eyes blur-ringed and heavy; mandibles blue and bristly; beak predatorily curved, daintily tufted below. Habits: primarily a night bird; uses the weaknesses of other birds to feather its own nest.

SPEAKING OF PICTURES

CONTINUED



THE FLORSHEIM SHOE COMPANY • CHICAGO • MAKERS OF FINE SHOES FOR MEN AND WOMEN



THE TUTTED TRIER BIRD—OR PARTI PARROT
(Whateva-Usaiclem)

PARTI PARROT. Member of Parliament Herbert Morrison, belongs to a species which Emmwood calls Westminster Warblers. A broody bird, it often bites off more than it can chew. Cry: "Itmiteuvbinwurz—Itmiteuvbeenwurz."




THE VIAND VULTURE—OR MOTHER HUBBARD'S CHICKEN
(Rational-Irrational)

THE VIAND VULTURE. Britain's Food Minister John Strachey, is often uncertain of its direction. It is easily recognized by its ruthless swoop as it descends on its victims, snatching their meagre mites from under their beaks.



Modess ... *because*

"Yes, ma'am—I'm branded for life!"



Had some mighty wrong ideas about Texas, before I visited my new brother-in-law's ranch. Thought folks lived in ramblly bunk-houses. Nope—a neat little *modern* job. Thought horseback riding would be easy. Nope—a cute brown-eyed pony tossed me into the cactus, first try!

Why, I'd even expected to curl up in a sleeping bag. Fancy my surprise when my sister tucked my bumped-up self between the smoothest sheets that ever pampered a gal! "If these beauties aren't *percale*, I'll eat 'em!" I said. "Pretty plush, for a rancher's wife!"

"Listen, innocent," Sis said. "Even a rancher's wife likes smooth sleeping. She *also* knows about branding. Observe, please, that these are *Cannon Percale Sheets*—they don't cost very much more than heavy-duty muslins. Wouldn't I be a dope *not* to have 'em?"

"Well, but—" I started to say. "I know," Sis broke in. "*Wear*. Let me tell you, Cannon Percals are *wonders*. And they're so light and fine-woven that chores like bedmaking and laundering are easier!" I grinned. "Okay," I said. "When I'm roped and tied for life, Cannon will be *my* brand, too!"



Cannon Percale Sheets

LETTERS TO THE EDITORS

TEST BY PORTRAITS

Sirs:

Thank you for putting me in first place in your "Test by Portraits" (LIFE, March 22). Let it be known that you have ruined me socially.



PARANOID* **GOODMAN**

When I walk down the street people stop and stare. In all my classes I am placed in the darkest corners in order to be spared further persecution.

WILLARD W. GOODMAN

Harvard College
Cambridge, Mass.

Sirs:

... If more people paid less attention to the color of a man's skin, the shape of his nose, the gleam in his eye, less religious and racial prejudice would result. ...

MELVIN K. DAITSCH
Galesburg, Ill.

Sirs:

In your March 22 issue you have an article on mental illnesses which contains, to both my husband's and my own mind, one of the most vicious and slanderous inferences we have ever read. I refer to your including epileptics as being insane. It has been long known in medical circles that epilepsy is a nervous affliction with physical causes and not, as you infer, a mental affliction.

As our own son has suffered seizures in the past, due to a head injury, we feel this matter very deeply. I would not wish to answer for his reactions should he read your completely false and dastardly article. I am sure they would be incurably hurtful. ...

NAME WITHHELD

● While regretting any distress the article may have caused, LIFE's science editor points out that none of the types in the test was described as insane. They merely represent varying kinds of disturbances, tendencies toward which are latent in everyone. As for epilepsy, scientists make a further distinction between the congenital and the traumatic type, i.e., epilepsy developed as a result of an accident such as the reader describes. Both of the epileptics pictured in the test were congenital, not traumatic.—ED.

BEER-DRINKING COW

Sirs:

Bridge Birch's record (LIFE, March 22) will never be recognized by the Holstein-Friesian Association of America because it was made with the illegal use of stimulants. Anyone caught at that sort of business in the U.S. would be subject to penalties ranging from cancellation of the record to expulsion from the association. U.S. records

*VERLAG HANS HUBER, BERN, SWITZERLAND ©1947

must be made with normal dairy rations and no stimulants.

The purebred dairy business depends a great deal upon the honesty of the men who care for and own the cows. The integrity of these men is paramount to the progress of the industry. The British Friesian Association apparently has legalized a dishonest practice in allowing this cow to produce beyond her normal capacity.

PAUL L. CHRISTOPH
Chilton, Wis.

CANDIDATE DEWEY

Sirs:

Stanley High's article on Governor Thomas E. Dewey of New York (LIFE, March 22) proves that he is the most efficient Republican candidate for the presidency. What Governor Dewey has done for New York he would also do for the nation.

Keep that mustache Governor Dewey. It will win you votes.

LOU ETTA BLACK
El Cerrito, Calif.

Sirs:

The 150 members of the Boston University Dewey-for-President Committee wish to take this opportunity to commend you for your excellent article on the New York governor who will undoubtedly become the next president of the U.S.

FRANK D. ANDERSON
Secretary

Boston, Mass.

Sirs:

Regarding Dewey, your magazine states that "some people voted against him because they didn't like his looks." Now I am not particularly a Dewey fan, but I cannot understand why every one picks on him because of his appearance. I have studied his picture on your cover of this week. The man has a firm mouth, a strong chin, a well-shaped (although short) nose, eyes set wide apart, a good forehead, clear, steady eyes. Who cares whether he wants to wear a mustache or not? Some presidents have even had a whole beard and got away with it. ...

BEATRICE Y. HOUGHTON
Wellesley Hills, Mass.

Sirs:

I hope there are not too many Americans who are in the same muddle as I am because of your series of articles on potential Republican presidential candidates. Before starting to read them I favored Mr. Taft, and the

CONTINUED ON NEXT PAGE

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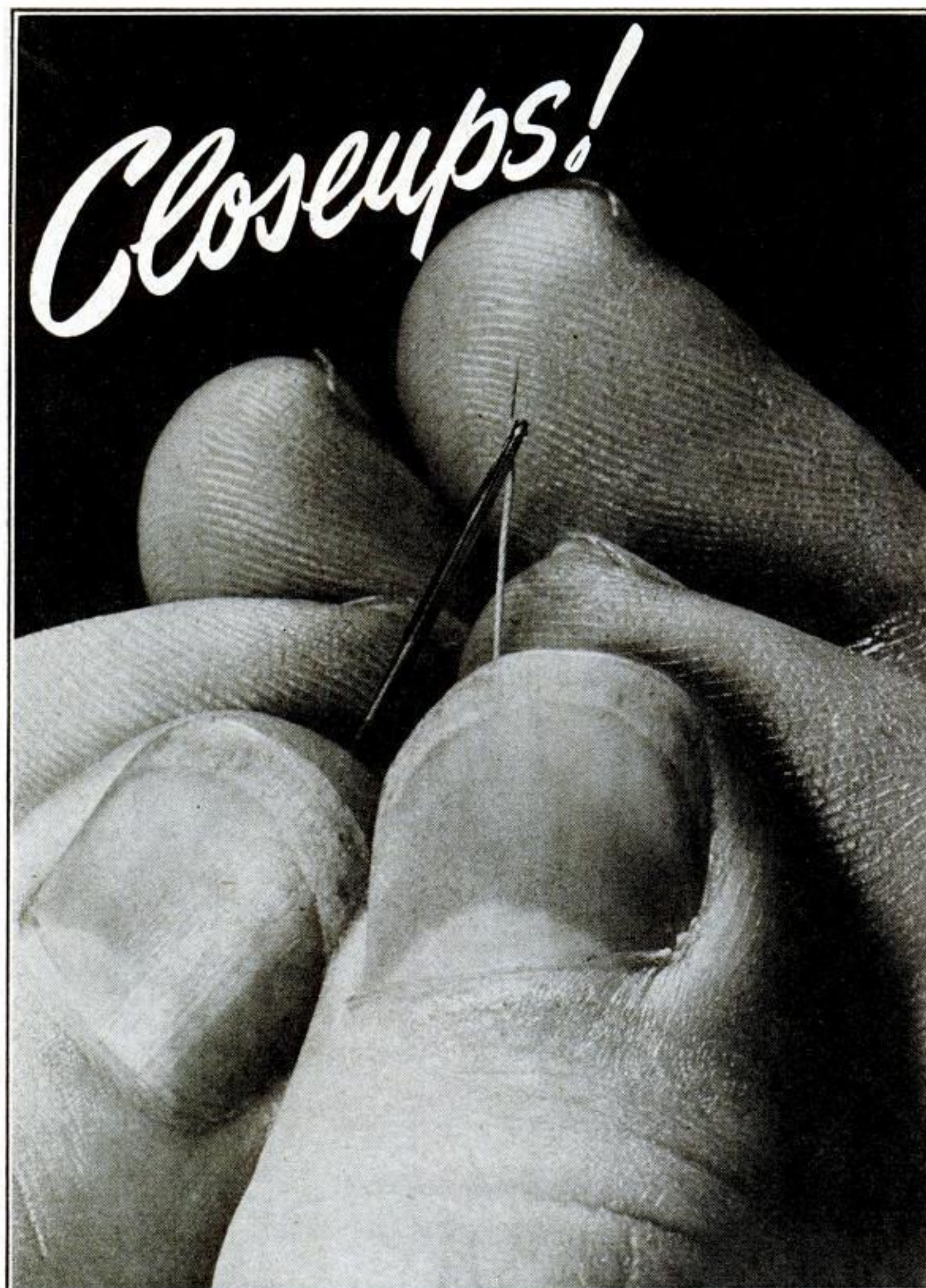


Yes, "soaping" your hair
with even finest liquid or cream
shampoos hides its natural
lustre with dulling soap film



● Halo is made with a new patented ingredient. Halo—not a soap, not a cream—cannot leave dulling film! ● So Halo reveals the true natural beauty of your hair the very first time you use it, leaves it shimmering with glorious highlights. ● Needs no lemon or vinegar after-rinse. Halo rinses away, quickly and completely! ● Makes oceans of rich, fragrant lather, even in hardest water. Leaves hair sweet, clean, naturally radiant! ● Carries away unsightly loose dandruff like magic! ● Lets hair dry soft and manageable, easy to curl! ● Buy Halo at any drug or cosmetic counter.

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by Robert P. Comport

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LETTERS TO THE EDITORS

—CONTINUED—

first story convinced me I was right in thinking no other candidate could equal him in integrity and intelligence. Then, when I was all set for Mr. Taft, I read about Mr. Stassen and decided that he had all the qualifications of a good (or great) president. Tonight I eagerly devoured the last of the series, on Dewey, and—need I say more?

All of the articles were very well written and each author was so convinced that his candidate was the best, how is the poor, confused reader to reach a decision?

But do you know what really burns me up? I live in a city where a vote for any one of these splendid men wouldn't be worth a d—!

JUANITA A. BROWDER

Memphis, Tenn.

Sirs:

Stanley High's article on Governor Dewey as presidential timber so sells me that I recommend to the Republican National Convention that they nominate Tom as "executive vice president" and running mate with our next president, Harold E. Stassen.

R. T. TOLO

Minneapolis, Minn.

Sirs:

Re: "The Case For Dewey." Almost thou persuadest me—almost, that is!

DON T. FROSS

Los Angeles, Calif.

Sirs:

Now that you have run a comprehensive report of the leading Republican candidates, the Honorable Robert A. Taft remains by far the outstanding candidate who will not only win the nomination but have the presidency thrown in for good measure.

GEORGE B. GELAKOSKI

Aurora, Illinois

Sirs:

Your heartening series about Taft, Stassen and Dewey has made me impatient to see Harry S. Truman become our second greatest living ex-President.

OLIVER B. CAPELLE

Elkhart, Ind.

TROPICAL PARASITES

Sirs:

In your article, "The Age of Exploration," (LIFE, March 22), you have reproduced some deservedly famous early scientific drawings. Unfortunately the caption explaining the illustration in the lower left corner of page 82 gives an erroneous interpretation of the picture. Your explanation mentions "worms which stuck to their legs," implying that the ailing natives were plagued by nothing more serious than leeches or blood-suckers attached to the outside of their bodies. Through this misinterpretation you have missed the opportunity of telling your readers a bit from one of the most fascinating chapters in the history of man's relationships with parasitic animals.

The person seated beside the house is not scraping or pulling off worms. Rather, he is extracting a specimen of the Guinea worm (*Dracunculus medinensis*) from beneath his skin by winding it on a stick. The minute young of this worm live in the body of a small crustacean (Cyclops) and get into the man's body when he drinks contaminated water. Once inside the human body the worm grows until it attains a length of a yard or more. The

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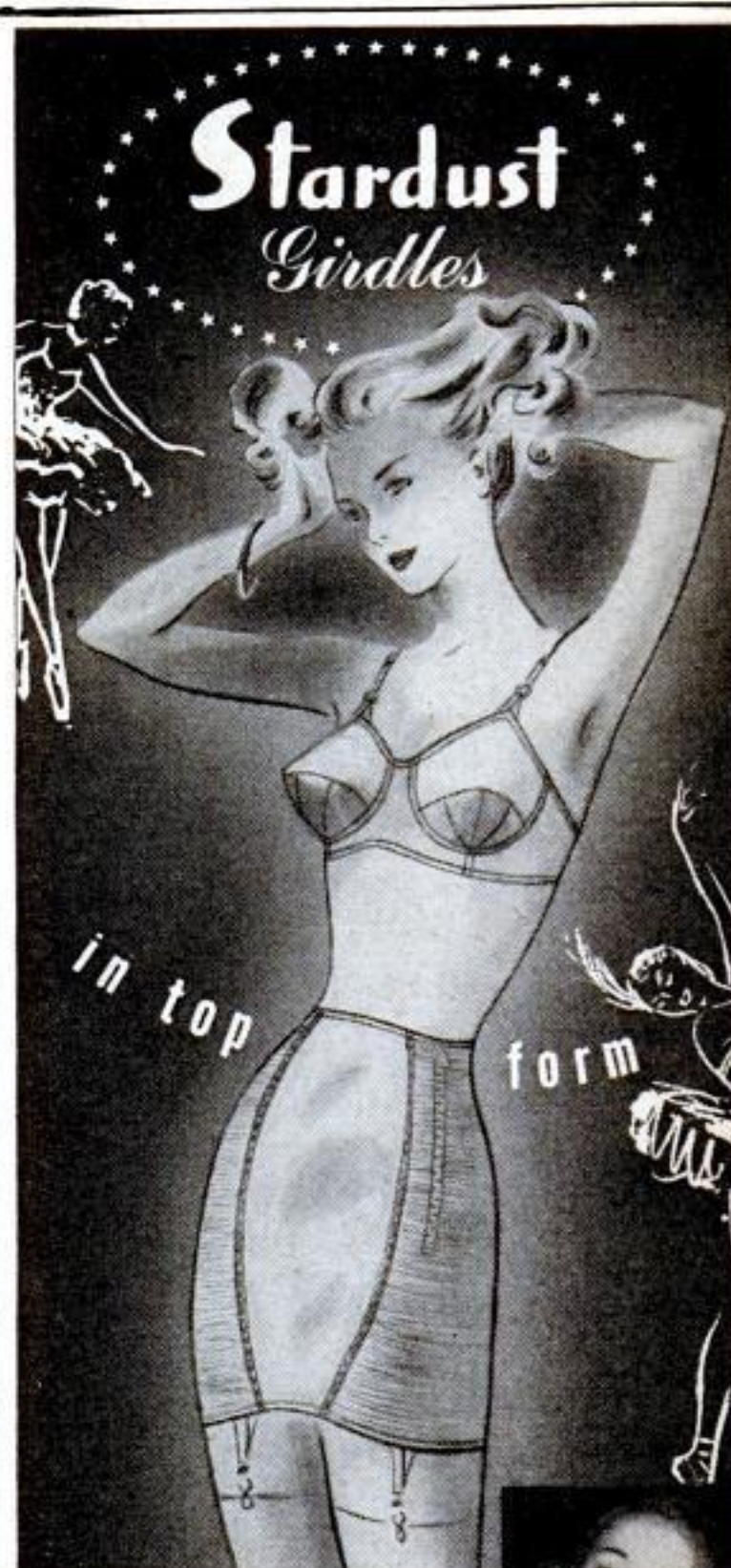
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LETTERS TO THE EDITORS

CONTINUED

remainder of its life is spent in burrowing from place to place in the loose tissues beneath the skin of its host, causing the latter considerable discomfort. When fully grown the body of a female Guinea worm is packed full of microscopic young. These can never leave the body of the host unless the mother sticks the front end of its body through the human skin. An arm or a leg, because of its frequent contact with water, is a favored location for this breakthrough. The young worms are released into the water and bore into the bodies of Cyclops which are in the water. They are then ready to enter the body of any human who drinks the water.

For ages natives of tropical regions have practiced the art of winding Guinea worms from under their skins.



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HARLEY J. VAN CLEAVE
Professor of Zoology

University of Illinois
Urbana, Ill.

HOHL BEIN

Sirs:

In *The Ambassadors* by Holbein the "elongated object in foreground" is more than an "optical trick" and not the "emblem of the ambassador at left." Viewed from the proper angle it shows a skull, or in other words, a hollow bone, which in German is *hohl Bein*—the signature of the artist.

R. W. BANNER

Orange, Calif.

● Possible but not probable, say the authorities. *Hohl Bein* does mean "hollow bone," but in the original painting a tiny silver skull appears on the ambassador's hat as well, indicating that the death's-head was his personal emblem.—ED.

WHITE RUSSIANS

Sirs:

After reading the article "No Worse than a Dog" by William P. Gray (*LIFE*, March 15), I would like to make the following comments.

While I was in Shanghai I was informed that aside from a few young people who had become converted to Communism, most of the returnees were elderly. The antiforeign attitude of the Chinese people has made living in Shanghai far from pleasant and earning

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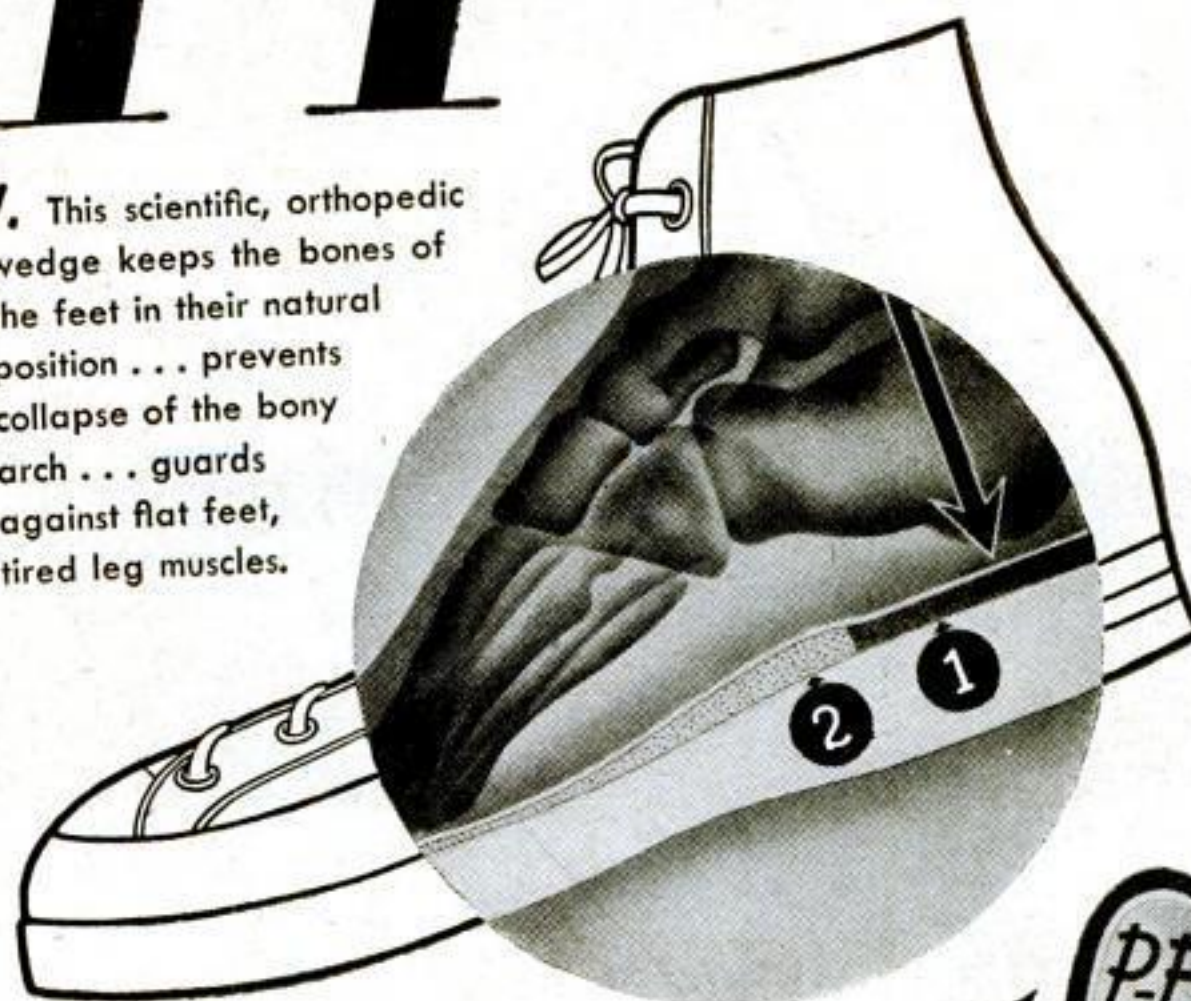
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LETTERS TO THE EDITORS

CONTINUED

a livelihood well-nigh impossible for them. Some of these old people, realizing that China will not care for them once they have lost their earning power, feel that they might get a little better treatment in Russia during their remaining years than they would in China.

Others are just homesick for "Mother Russia" and want to go back to die there. Still others feel that the fall of Shanghai into Communist hands is inevitable and that they had better make their peace with the present Russian government.

Most of the younger generation are trying to move to democratic countries, the U.S., Australia, New Zealand, etc., knowing that it is hopeless to try to continue to live in China.

Mr. Gray mentions stories in code coming from recent repatriates. I was told of two such messages. One person wrote back, to a relative in Shanghai contemplating return to Russia—"Wait until Peter is married." Peter was a child about one year old. Another wrote suggesting that before coming to Russia his friend should first visit his Aunt Katerina—Aunt Katerina lives in the U.S.

As for jokes on the subject, they are numerous although they are told, as the Russians themselves expressed it, "with tears in their hearts." One was to the effect that while the *Gogol* was the first ship sent for the repatriates, the second would be the *Dostoevski*. Why? Because *Gogol* wrote *Dead Souls* and *Dostoevski* wrote *The Idiot*.

Another story tells of an imaginary incident on the first return trip of the *Gogol*. The ship was caught in a storm. Everybody except one little man who fell asleep was crowding the gangways, and the captain could not make his way through. In order to clear a passage for himself, the captain shouted, "Everybody against the wall." At that point the little man woke up and exclaimed, "So we have arrived already."

HARRY BAKER

New York, N.Y.

BEACH BALLET

Sirs:

Speaking of Pictures ("Beach Ballet," *LIFE*, March 22) is really out of this world. Photographer Philippe Halsman really deserves an Oscar for those exquisite takes.

JAMES D. PIRAINO

Providence, R.I.

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LIFE'S COVER

Peering through the wildflowers on LIFE's cover this week is Barbara Bel Geddes, 25, a new young movie star who is making her second screen appearance in *I Remember Mama* (p. 61). An accomplished actress herself, Miss Bel Geddes is also a great admirer of Greta Garbo, whose old movies she sees whenever possible. Her own off-the-screen manner, however, differs distinctly from that of the taciturn Swede. It ranges from cheerful to boisterous. Miss Bel Geddes' personal tastes are similarly hearty. She is a heavy eater, plays tennis daily when not working and likes to drink beer.

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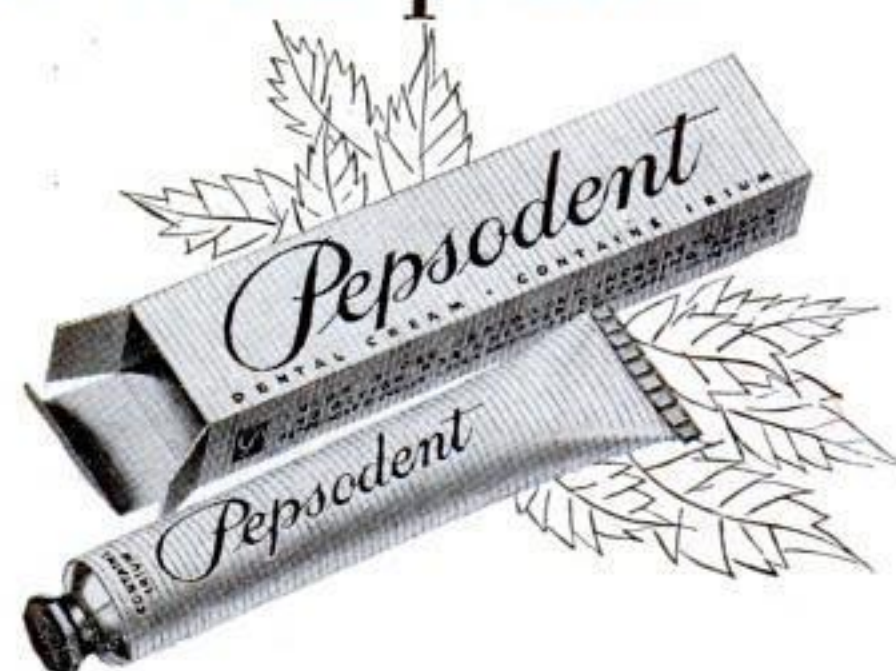
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PRE-ELECTION REPORT ON ITALY

CRUCIAL CAMPAIGN BETWEEN THE COMMUNISTS AND THE WEST IS BEING FOUGHT ON AN ALL-OUT BASIS

by EMMET HUGHES

BY CABLE FROM ROME

On April 18 the people of Italy will go to the polls to elect their first free parliament in a quarter of a century. Sicilian peasants will leave their patches of parched earth, bowed Abruzzi shepherds their flocks and white-faced nuns their shaded cloisters. Miners will emerge from Sardinia's coal pits, and Neapolitan fishermen will leave their nets to dry in the sun. They will mark an "X" beside the symbol of the party they choose from among no less than 99 possibilities—ranging from the dominant and rival Communist and Catholic blocs to such oddities as "Party of the Calm Waters," which has the commendable program of "Peace, Bread and Work for Both Sexes." Of 26 million eligible to vote as many as 24 million may do so. On a basis of proportional party strength they will choose 574 deputies for terms of five years. How the vote goes will influence the course of European history for perhaps a hundred years.

Considering the issues at stake and the fact that it has developed into a wide-open free-for-all in which anything goes, the pre-election campaign has proceeded thus far with comparative lack of bloodshed. This is largely due to a formal electoral truce proposed by the Communists themselves and endorsed by some 75,000 election police which the Ministry of the Interior

holds ready for any emergency. Minister Scelba has been blunt in his warning that "either everybody will vote freely or no one will vote at all," and to back it up his police are uncovering and seizing Communist arms inherited from the fleeing German armies in the last weeks of World War II.

But this repression of violence has in no way smothered the volatile Italian temperament. If anything it has released it. Italy today has become a sort of European Wisconsin, full of political hoopla, Tammany ward-heeling and high-pressure campaigning from the outside world. The contesting parties solicit every voter and excite the populace with parades and demonstrations. From Moscow to Belgrade, Communist strategists are doing everything they can to woo the Italian voter's heart and mind; Americans, encouraged by the State Department, are bombarding their Italian cousins with letters singing the delights of democracy.

This highly American sort of campaign is given added piquancy by the tireless inventive talent of the Italians, who daily find new and ingenious little weapons for waging the electoral battle. One group of conservative industrialists, eager to get a maximum vote to the polls, plans to set up a national lottery: to enter and get a free ticket one must present a slip of paper showing



SOAPBOX CENTER of northern Italy is Milan's colorful Piazza del Duomo, where crowds move from speaker to speaker, as these pictures, taken within 45 minutes, show.



DRIFTING CROWDS, after deserting a speaker near the base of Victor Emmanuel statue, eddy around the center of the square (above) and finally move to the left (below).



COMMUNIST TOGLIATTI HARANGUES CROWD

REPORT ON ITALY CONTINUED

one has voted. Another rightist group, publicizing American help to Italy, has started a competition to select an Italian girl with the most beautiful smile—she will get a free trip to Hollywood. Premier de Gasperi's Christian Democrats and the Communist-Socialist Front vie with each other in printing and distributing religious postcards to demonstrate their devoutness. A Roman businessman has invented a machine to be pulled by a car that will write election slogans in lime on the road as it rolls. For 80 million lire he offers to write any slogan on every main road in the country. In jammed market places political struggle becomes a price war. Communist and Christian Democrat hawkers undersell each other in fish or eggs or potatoes—to prove to all buyers that the other political party is responsible for Italy's high prices. And then there are the "miracles." Since the campaign started an extraordinary number of statues of Madonnas and saints have been reported walking in the sky, blinking their eyes or just breathing. Communists have been irked by this "Christian Democrat propaganda." Their press has retorted by printing reports that a small village's statue of the 19th Century antipapal leader Giuseppe Garibaldi dismounted from its horse, walked into a local tobacco shop and, after inquiring of the recent financial scandal in the Vatican, smoked a Toscano cigar.

Does all this suggest a dignity appropriate for making a historic decision? Do not the Italian people understand the issue at stake—that they must choose between the East and West, between America and Russia? An Italian might answer, "We did not ask for this awful responsibility. We have never wanted a role—much less a critical one—in this tragedy that spans the world from Prague to Peking. Yes, most of us are intelligent enough to see we are being asked to choose between East and West. But we are also reasonable enough to wish we did not have to make a choice." And if he wished to document his argument, it would be easy. He could take you to the village of Amalfi just below Naples and point to a great whitewash legend splashed on the dock wall by an impatient fisherman: "*Viva questi, viva quelli, viva chi vince*" ("Long live these, long live those, long live whoever wins"). Or in Rome he could take you to a musical skit entitled "The Hat Review: The years 1848-1948." A comedian first appears wearing a jaunty Garibaldi hat; then a happy-times Gay 90's skimmer; then a Fascist cap; next a German helmet; then an American overseas



PIAZZA DEBATER (center) is one of "plants" both sides use. This Communist-liner is arguing about ownership of Trieste with a pro-American adversary (back to camera).



PREMIER DE GASPERI DEFENDS RECORD

cap. and finally the Socialist beret and tassel. "Tomorrow?" he asks, with an eloquent shrug. "Tomorrow—just a bandage red with blood."

But before tomorrow the Italian must make his choice, and he must do it through the parties that are clamoring for his attention.

Premier Alcide de Gasperi and his Christian Democrats, the largest single party in Italy, command the active support of the Catholic Church, the promise of Marshall Plan assistance to Italy and the threat of a Communist dictatorship if De Gasperi is defeated. Utterly honest and sincere, painfully humorless and uninspiring, De Gasperi is a tall, gaunt man of 67 years whose anti-Fascist record is unblemished and whose devotion to Western democracy is unshakable. A shrewd party leader, a weak orator and a fair parliamentarian, his appeal to the Italian people is essentially negative, based on the fear of alternatives to his victory. He warns of the Communist danger to religion: "If I speak against the Communists, it is *not* for their economic beliefs, on which we could find points of agreement, but for their ideology, their spirit, their creed." He points to Communists jeopardizing further American aid: "It is not possible to accuse America of imperialism . . . and at the same time demand aid from America. . . . If by a calamity the Communist-Socialist Front should be victorious in the elections and would take over the government, all this aid would be in danger." He speaks of the threat to personal freedom: "Italians, you once lost your freedom through an Italian dictatorship. Take care you do not lose it again tomorrow—and this time to a dictatorship of men from another country." In a speech to the workers of Milan, De Gasperi's Minister of Labor Fanfani summed up more succinctly: "Don't spit on the plate that feeds you."

This is scarcely a scintillating program. What force it has gained derives more from the aggressive campaign waged by Catholic Action (p. 34) than from the Christian Democrat party itself. As a political machine the party is poorly armed for the battle. Its very character has become blurred as all anti-Communist groups, good or bad, come to use it as their final refuge. Its propaganda methods generally are uninspired and unconvincing: in many areas its only election poster—glued to thousands of walls—is nothing more than the party symbol, the word "Freedom" imposed on a black and white shield. Recently in Bologna, the brawling Communist capital of the industrial north, local Demo-Christians staged a "popular" rally: a bridge party at which a 1,000-lire admission was charged and a white tie required. Christian Democrat efforts to penetrate tough Communist workers' districts are frequently feeble

CONTINUED ON NEXT PAGE



COMMUNIST STAR, combined with picture of Garibaldi, blazes in white neon at Milan. Posters feature a fictitious letter from Giuseppe Garibaldi to Giuseppe Stalin.



RALLIES are held everywhere in Italy, with the Christian Democrats filling street in Monza (above) and Communist sewerage workers meeting near Rome Colosseum (below).



HOW COMMUNIST MARTYRS ARE MADE



BODIES OF TWO REDS killed in an Easter Monday brawl at Somaglia, near Milan, lie "in state" before their grieving relatives. They were shot when group of Communists besieged a house where an ex-Fascist had been reported in hiding.



WELL-DISCIPLINED CONVOY of 115 trucks, loaded with nearly 10,000 striking Milan workers, rolls into Somaglia the next day to make political capital of the shooting. Government cleverly provided an escort of police armored cars to guard against

REPORT ON ITALY CONTINUED

and occasionally absurd. One woman organizer remarked at a diplomatic luncheon in Rome last week, "It's very difficult to get out to this poor *borgata* often enough because the Party will only let me have a car twice a week. . . . Why, yes, I suppose those *others* do use trolleys and buses, but. . . ."

Against this defensive position the Communist-Socialist combination, which calls itself the Popular Democratic Front, has thrown itself with cunning and fury. Commanding the attack is 55-year-old Palmiro Togliatti, Italy's most brilliant politician. Under him and his Communist Party Central Committee of 12, almost 10,000 sections and some 35,000 cells are now mobilized to pile up the Communist vote. In the past two years they have driven fast toward a goal of "a Communist section for every church tower in Italy." They have unlimited financial resources (an estimated \$15 million in Russian funds for propaganda so far), almost an unqualified control of the great Italian General Confederation of Labor and a concealed army of trained ex-partisans that cannot number fewer than 150,000 men. In previous free elections they have won the municipal governments of some 300 Italian cities, including those of the size and importance of Turin and Venice, Florence and Genoa, Bologna and Leghorn.

Their "democratic" appeal has evolved a formula that is a shrewd mixture of evasion of obvious indictments against them, distortion of facts, fast side-stepping and sharp counterthrusts: this includes the insistence that Italian Communism is not antidemocratic but instead favors a "workers' democracy"; that it has proved it is not anti-religious by affirming the Lateran Pact with the Vatican; that it supports "small landholders," and that it is pro-Italian rather than pro-Russian. The Communists counter embarrassing questions about freedom of speech, the Iron Curtain and Soviet interference in Italy with questions of their own: What about the U.S. "Dollar Curtain?" What about freedom of speech in Spain? What about U.S. interference?

As the campaign heats up the man whom the Communists thrust forward to fire these arguments is not their own Togliatti but his obedient ally, Pietro Nenni, leader of the Socialist Party's left wing and Italy's most florid orator. A portly, balding man of 57, onetime friend of Mussolini and a Spanish Civil War veteran, Nenni is the stooge whom the Communists almost certainly hope to advance to the premiership someday. Knowing and rejoicing in this, Nenni has bound his half of the split Socialist party in tight alliance with the Communists. The Red seizure of Czechoslovakia failed to chill him, nor did the suicide leap

of Jan Masaryk nor even the bitter, little refrain which the Roman wags last week were addressing to him: "Ask not for whom the window is open, 'tis open for thee."

Propaganda of the Communist Front repeated with the compelling insistence of a drum beat has scored two notable victories. In the domestic arena it stands forth as the champion of social reform. In the international arena it poses proudly as the resolute defender of "peace." To win the first claim has not been hard. The Demo-Christian record of two years' government begins with an enlightened and ambitious program but shows not a single serious achievement of any of the promised reforms. The Demo-Christians have had to face all the tortuous problems of government, while it has always been the Communists who have led the workers in wage demands and strikes (and almost always won)—just as it has always been the Communists who have led the peasants to claim thousands of hectares of uncultivated land in Sicily and Calabria under contracts made nearly 50 years ago. At the time of their negotiation these contracts set a purchase price for such lands that was well beyond the reach of peasants. Now, with the inflation of the lira, thousands have been able to buy. Even the political exigencies of the campaign have not restrained Rome's Catholic press from denouncing peasants who have invoked the old contracts, and, in the case of church-owned property, buyers have been threatened with denial of the sacraments.

To present the Communists as the party of peace has required more subtlety and has resulted in peace demonstrations by 50,000 Roman women and almost as many wounded war veterans in Genoa—all coinciding with the toughening of America's anti-Communist policy and President Truman's call for a military draft. A popular Communist cartoon has shown the President standing behind a giant soup tureen labeled "Today Minestruman" as he ladles out guns and bullets to a line of customers including Tsaldaris of Greece, Franco of Spain and assorted Italian Fascists. By such persistent propaganda the Communists—incredibly—have almost completely captured the word peace in this campaign. Because the Italian people are obsessed by the dread of another war, this fact means hundreds of thousands of votes.

The question remains which party will emerge the stronger when all the votes are in? Both the Front and the Christian Democrats have hopes of passing the 10-million mark. But there is a difference between these blocs. The Demo-Christian total is elastic: it depends upon how lazy anti-Communists are on election day. A parish priest may influence his congregation, but he has



the possibility of new "incidents." After fiery speeches and a demonstration in the town square of Somaglia, Communists drove to neighboring village of Casal Pusterlengo where they marched silently around building in which bodies of the "martyrs" were on display.



POLICE STAND BY (foreground) near town square while Communist orator denounces "this . . . revival of the old agrarian Fascism." Divinity students and workers exchanged taunts but the convoy returned to Milan with no new violence.

neither the money nor the equipment to deliver the voters physically to the polls. The Front, with a hard Communist core of expert organizers, tireless precinct workers and plenty of money, will provide both persuasion and transportation for every possible sympathizer.

In percentages the Front is conceded by most of its opponents to count upon 35%, although some gamblers are betting on a figure as low as 30.5%. Serious Communist statisticians say the Front will poll 45% and a few isolated optimists speak softly about a possible majority. If the Front should get as high as 45% it will demand a chance to form a new government, and if it succeeds the Italians can expect to see their parliamentary government taken over by a police government, gradually or precipitately as expedience directs. If the Reds poll 35% to 37%, what then? There are alarming precedents. They may demand a coalition and thus set the stage for a Czech-style coup. They certainly could hamstring any national government that excluded them. Or they might use exclusion as an excuse for a secessionist movement that would literally split Italy wide open.

The rope in a tug of war

The Christian Democrats are also generally conceded 35%—but the possible margin of error here is wide. If their supporters are neither lazy nor intimidated they could still surpass the Front's total. Probably close to one quarter of the people of Italy may vote for neither party, and if they do their vote will still be implicitly anti-Communist. Naples' thousands of diehard monarchists will stick to their guns. Italy's mildly leftist intellectuals and *bourgeoisie* may give the Republican party a solid 5% of its vote. "Pure" Socialist workers and intellectuals may do equally well for Giuseppe Saragat's moderate, independent Socialist party, which split with Nenni's Socialists in 1947. And as many as one out of 10 votes may go to the assorted extreme right and the neo-Fascist parties. Of all these parties the only one that has a chance of drawing strength away from the Communists to the anti-Communist cause is the Saragat Socialist party. It boasts distinguished leaders—Saragat himself, Author Ignazio Silone and Industrialist Ivan Matteo Lombardo—but it lacks the other sinews of political strength: money and organization.

Aware of how close the vote may be and knowing equally well the international tensions that lie just below the surface of Italy's elections, an Italian stated simply the feeling of many of his countrymen: "How do we feel—? How

do you think it feels to be the rope in a tug of war? Does the rope ever have a chance of winning?"

This attitude thrives in a country where the paradox is at frantic play. A nation defeated, occupied and humiliated in World War II commands the attention of the world—and regrets it. A nation known as the traditional home of Catholic faith threatens to become Communism's first conquest in the West. The nation so threatened has been a political arena where for three years American foreign policy has been free to employ every political and economic weapon it knows how to use.

Geography alone does much to explain the focusing of the world's eyes upon Italy. As the crow or the V-bomb flies, Turin in the north is closer to London than it is to Brindisi, and Brindisi in the south is closer to Constantinople than to Turin. Bombs aside, at a time when the political war between America and Russia is flaming so fiercely, every Communist in the world knows the precious value of a triumph in free elections. On what "democratic" grounds will U.S. then challenge this Communist victory?

That "Catholic" Italy should be so vulnerable seems incongruous. But "Catholic" Italy is not quite so Catholic as it may seem or its statistics claim.

Superstition and ignorance are part of the story. As recently as March some 60,000 pilgrims had poured into the historic city of Assisi to be cured of their ailments by the "breathing" Madonna atop the Cathedral of Santa Maria, while Church officials vainly denied the miracle. Such peasants are not equipped to understand ecclesiastical warnings about "materialism" or "anti-religion." But if the village priest in a remote Sicilian village states the matter in the simplest terms by warning a peasant that lightning will strike his cow if he votes for the Communists—then the peasant may weigh the value of his cow against the hectare of land that the local Communist leader promises him.

Anticlericalism, too, is deep and strong in Italy's history. The Italians have lived close to the Vatican for 1,900 years; they have seen it in glorious days and scandalous days. They have seen papal power often exercised, not as a remote and righteous moral authority but as a mightily armed political force battling with other city-states of Italy. The 19th Century nationalist *risorgimento* brought this anticlerical tradition to a stormy climax, when impassioned Italian patriots raged against the Vatican's obstruction of their crusade for national unity.

But what is there to explain even the possibility of Communist triumph in a country where American policy has had so free a hand? The question is partly

REPORT ON ITALY CONTINUED

unfair. Italian Communism's force is attributable to many factors unconnected with U.S. diplomacy: the people's poverty, war's destruction, the government's weakness and the moral and intellectual confusion inherited from 20 years of Fascism. American diplomacy, moreover, began its postwar work with the tough and unprecedented job of trying to convert an enemy into an ally while using its cities and farms as battlefields.

Not inevitable and not at all understandable to many Italians have been other aspects of U.S. policy. It has been difficult to make sense of a policy that took a bold stand in the eastern Mediterranean—while standing pat on an Italian peace treaty which, at Soviet insistence, drains Italian economy, strips her military defenses, pushes Tito's frontiers westward. Now the carefully timed summons of the Western powers to revise the Trieste decision (which may directly influence 1% of the votes) does something to clarify things. But the reversal in itself cannot be expected to allay Italians' common feeling that American foreign policy is vacillating and unpredictable.

American policy's gravest reverses have not been in battles around diplomatic council tables: they've been in the market place. Even while American food has fed workers of Italy and American coal has helped give them jobs and American medicines helped cure their sicknesses, Communist control of Italian labor has remained unshaken and its appeal to the workers virtually unchallenged. The mayor of a little northern town near Milan saw no incongruity in rejoicing that his people would vote 94% Communist and that the town was soon to be adopted by a rich American lady.

The power of the Church

There remains only one faith and force in Italy powerful enough—perhaps—to deny Togliatti and Nenni their Roman triumph. This is the Catholic Church. It is the only force that can at this date affect what happens on April 18, because it is the only force that may be close enough to the humble people of Italy to influence their decision.

Every resource of the Church is being thrown into the battle. The Pope and the cardinals, archbishops and bishops throughout Italy have joined the religious issue sharply in a series of public pronouncements: no Catholic can vote for the Communist Front. The battle is being carried, however, far from the magnificence of the Vatican, deep into dirtiest slums, the most arid farmlands of the south, the tiniest fishing villages along Italy's winding shores. It is being carried there by Catholic Action.

Almost two months ago Catholic Action, headed by a mild-mannered professor of literature named Luigi Gedda, decided to match Communist cell organization from top to bottom. In one month Gedda had organized Civil Committees in all of Italy's 300 dioceses and in 18,000 of its 24,000 parishes. From a parish unit organization went down to a "zone" and "nucleus" level. Staffing the committees were three million members of Catholic Action (almost 50% more than the membership of the Communist party), plus more than one million from other Catholic societies.

Today throughout Italy it is Catholic Action which braces the faltering Christian Democrat party. Catholic Action money buys the posters, rents offices, pays the gasoline and telephone bills. Catholic Action organizers do the door-to-door bell ringing in the big cities, bicycle to the outlying suburbs, move into market places to wrangle with Communist street-corner orators. Catholic Action propagandists edit, print and distribute the manifestos that mock two million Italian Communists' own dependence on American aid, that deride their exploitation of the name of Garibaldi, that excoriate their comrades' savage triumph in Czechoslovakia.

What are their immediate aims? A Catholic Action leader summed them up privately as three: "Get people to vote. Get them to vote Christian. Get them to vote Christian Democrat." What are their hopes? Cannily Gedda says, "I am always a pessimist—until I see the results." There is one other contingency: what if the Communists try to use force before or after the results are known? Here too Catholic Action hopes to be ready with its "White Underground"—thousands of Catholic ex-partisans, as well trained as Communists and perhaps as well armed.

These men, in short, have taken seriously the words of Pope Pius when in his last Christmas message he took from the Apocalypse his name for the enemy: "The Angel of the Bottomless Pit." At that time he had also said, "The gravity of the crisis is unquestionable, its possibilities for good and evil immeasurable, and its issue unpredictable."

The sense of the tragedy which might befall Italy is never absent from his mind. Sitting in his study a week or so ago he talked to me for almost half an hour of peace—of hope for it and threat to it. He spoke of prayer—of need for it and lack of it. He spoke of the mortal danger in which stood all Christian civilization—the danger that had to be admitted honestly and confronted confidently. His precise English, the deep, brown eyes and the slender, pale hands eloquently expressed concern and conviction. As we talked, the question kept forming in my mind: could the faith and skill of this mild man with a fisherman's ring and with legions of believers behind him defeat the most cunning attack that has yet been made on the Western world by ruthless, power-hungry men?



POPE PIUS WARNS Easter Sunday crowd of 350,000 of dangers confronting Italy and the world, declaring, "The great hour of Christian conscience has struck." Pontiff



(left foreground) spoke from the balcony of St. Peter's in Rome. Although His Holiness did not specifically refer to election or Communists, he said, "... There is no room

for blind belief toward those who first abundantly acclaim respect for religion and then, alas, reveal themselves as deniers of that which is most sacred in this religion."

"CAPITALIST IMPERIALISM" AT WORK

HOW U.S. BUSINESSMEN ARE SETTING NEW PATTERNS FOR THE CREATION OF WEALTH ABROAD

Instead of war, let's talk about some smart things Americans are doing around the world these days to make a fast buck and, incidentally, a more peaceful globe.

Take the Snia-Viscosa rayon firm with plants dotting northern Italy. It is possible that a great many of its 45,000 workers have Communist sympathies, for those sympathies seem to increase with unemployment. But maybe there are a few less Commies in Snia-Viscosa today. A group of New York businessmen who call themselves World Commerce Corporation discovered that the 45,000 Italians were idle for the simple reason there was no coal to run the mills. So the Americans scrounged around the U.S. market, found some coal, paid for it in hard dollars, carted it to Italy, started up the mills. Then they brought back their share of the finished yarn and sold it in the U.S. for a good profit in hard dollars again. The same boys did a similar job in buying Swedish pulp with which to start up some French mills.

Bright activities like that are a healthy response to the Communist charge that capitalism cannot provide jobs, Buicks and calories. At the same time they illustrate how American businessmen today are setting new patterns for exploitation beyond the U.S. borders.

Fish and Folkways

You might wonder what a Venezuelan fish peddler and a Liberian bus driver have in common besides two legs and an urge to eat. Yet each is now the special object of a new sort of Yankee enterprise; each may shortly find that he has abandoned some ways of his ancestors and that something new, made in U.S.A., has been added.

Take the Venezuelan fish peddler. Today he rises early to watch the boats come in. He pretends to be waiting for a particular catch, but actually he is waiting for time and the sun to accomplish their work of creating a distress market among the fishermen. At the moment opportune for his pocketbook, if not for his cus-

tomers' stomachs, he buys. Then he hurries off on his rounds where his customers, in turn, tend to play a waiting and losing game.

Enters this picture the Caribbean Fisheries Company, organized a few months ago as a subsidiary of Nelson Rockefeller's \$15 million Venezuela Basic Economy Corporation. Two modern diesel trawlers complete with the latest refrigeration equipment have already arrived in Venezuelan waters, and more are on the way. A cold-storage and ice-making plant is under construction, a second is planned. Surveys indicate that if the fish is delivered fresh and cheap, consumption can be doubled. This will benefit Venezuelan diets and also the Venezuelan economy, since about 40% of the country's food is now imported. It should also return a fair profit to the Rockefellers, who can use the money to reinvest in other wealth-creating projects.

Now to the Liberian bus driver. What are his complaints? Well, he lives in a land smothered by U.S. kindness. A century ago some New England do-gooders set up Liberia as a place for freed slaves to go. The government was modeled after ours, and history gave us a moral guardianship over this corner of Africa. So when the Belgians, British or French discovered gold or diamonds near the Liberian border and wanted to pursue their quest inside, they would bump into U.S. no-trespassing signs. Thus Liberia was not exploited, but neither was it developed, for we assumed no economic responsibility.

During the war the U.S. used Liberia as a naval and air base. It so happened that while he was Secretary of State, Edward R. Stettinius Jr. was held over in Liberia on a flight. President William Tubman told him that Liberia really wanted to sell some of its lush resources so it could build some new schools and begin educating the inland natives who still live in tribes and hunt in packs. Liberia needed, he said, new roads less back-breaking for bus drivers, new health facilities and, in short, all the things that would bring it abreast of the 20th Century.

This sounded reasonable to Stettinius, and

after the war he set up a million-dollar company, one third owned by the Liberian government and a Liberian welfare foundation that will promote education and health. Thus, as the modern age comes to Liberia, it will come with emphasis on the blessings rather than on the tribulations of industrial civilization.

You can go around the depressed or so-called backward areas of the world and find American businessmen big and small discussing or working at similar projects. In China the old hands are supplemented by new who first saw opportunities during the war. Their plans go beyond the mere extraction of tung oil and tin; they want to build factories in partnership with Chinese businessmen. Unfortunately China is so unsettled and U.S. policy toward China so befuddled that these projects are stalled at present. But the will and the opportunities are there, awaiting the kind of world or the kind of foreign policy that knows how to use them.

The New Pattern

What is new and different in all this from 18th Century colonial exploitation; what is the American touch? Just this: Americans take the local people in with them on a participating basis. In some instances the local laws compel this; in any event Americans have made the new pattern their own. The case of the Westinghouse company, which built a factory in Mexico for Mexicans to control and operate, is no longer unique. Americans expect their native partners to take over the projects and continue them in time without outside aid. Americans are there as originators, financiers, teachers. They expect their investment returned with interest, but they do not expect, then, to settle back and draw off all the profits until the natives finally revolt and run them out.

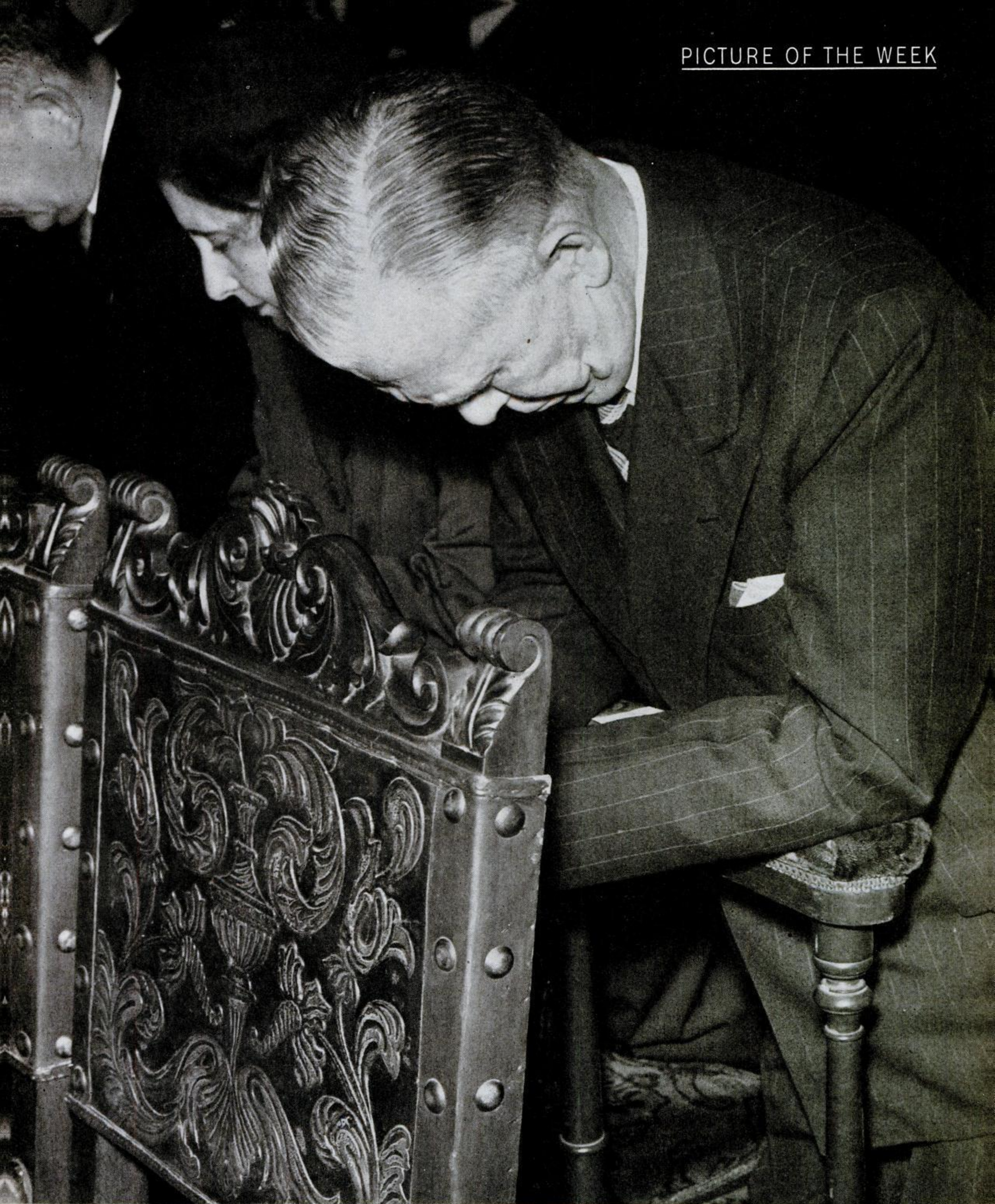
Our businessmen are following the trail blazed by American colonial policy at its best in the Philippines—tutelage, not domination. Let us cheer them on and pray they have time to spread wealth wherever wealth is wanted.



Next Week
THE WAR MEMOIRS
 OF THE RT. HON.
WINSTON CHURCHILL
 P.C., O.M., C.H., F.R.S., M.P.

Next week LIFE begins the publication of Winston Churchill's personal account of World War II. The first series of six instalments, covering Volume I of a projected five volumes, relates

"HOW THE ENGLISH-SPEAKING PEOPLES THROUGH THEIR UNWISDOM, CARELESSNESS AND GOOD NATURE ALLOWED THE WICKED TO REARM."



GEORGE MARSHALL PRAYS FOR A PEACEFUL WORLD in cathedral at Bogotá, Colombia. The U.S. Secretary of State attended this Mass on March 30 with other representatives of the 21 republics gathering in Bogotá for their ninth regular inter-American conference. Later the same day Secretary Marshall proposed that the

conference openly discuss the threat of Communists in the Americas, and two days later he scored a coup by winning applause even as he informed Latin Americans that, although the U.S. was sympathetic to Latin American needs, they cannot expect much help from the U.S. while Europe and Asia need it as desperately as they do today.



"LIE-DOWN" TACTICS (above) of pickets at entrance to Stock Exchange are sourly observed by husky cops, who soon sailed in with night sticks after some of the strikers began to jostle them. Some hardy pickets stiffly resisted the police and had to be lugged bodily out of the way (below).



STRIKER GIVES NONCHALANT WALL-STREETER A TONGUE-LASHING

WALL STREET WARFARE

Battle rages on the Stock Exchange steps when husky seamen help out striking clerks

On March 29 the United Financial Employees, a stripling A.F.L. union of some 5,000 soft-handed stock-exchange and brokerage clerks and secretaries in New York, began its long-threatened strike in Wall Street for higher wages and a limited union shop. The first day was uneventful—although some executives (*opposite page*) had to do some menial chores. But on March 30, another element was added: a squad of horny handed sailors from the A.F.L. Seafarers International Union, which has given enthusiastic fraternal assistance to the struggling U.F.E. According to police, a group of sailors formed a flying wedge, bowled over a lieutenant and three patrolmen and lay down, blocking the steps of the Stock Exchange. Police retaliated with night sticks, injuring 12 people. The violence was not novel to the seamen, but it shocked both the U.F.E. and the Exchanges. After the flare-up, A.F.L. President William Green commended his seafarers, but the American Civil Liberties Union, which promptly investigated the incident, saw nothing to praise. Its report roundly attacked the police for being night-stick happy and then took the pickets to task for their "lie-down" tactics.



DEFIANT PICKETS, arrested during savage six-minute battle at the Exchange entrance, jeer policemen through screen doors of a patrol wagon.



DOUBLING AS NIGHT WATCHMEN, Francis Adams Truslow (*left*), president of the Curb Exchange, and Edward C. Werle, chairman of the Board of Governors, patrol a

catwalk above the Exchange floors. Puzzled by the presence of pickets from Seafarers Union, Truslow said, "We don't employ any seamen and we certainly have no navy."



SLOSHING DOWN A FLOODED ROAD NEAR ADELPHI, IOWA, FARMER DARRELL SPENCER AND FAMILY RUSH TO SAVE THEIR BELONGINGS FROM THE RISING WATERS

SPRING COMES TO IOWA

The long-awaited spring finally came to Iowa. Almost overnight, as in every spring, the sharp, biting winds across the plains seemed to rustle softly through the newly budded branches of the trees. Responding to the new warmth, the people came outdoors as if they had been hibernating. In the towns the air



IN A FIELD ABOUT 40 MILES FROM THE FLOODED ROAD (OPPOSITE) FARMER RALPH OGAN CONTOUR-PLOWS HIS 40 ACRES OF LAND BEFORE PLANTING IT WITH CORN

was filled with the sounds of clanking lawn rollers, the smells of store-bought fertilizer. But out on the farms the phenomena of spring were on a grander scale. Once again the swollen rivers flooded farmhouses and lapped across the highways (*above left*) in a last defiant gesture. And once again on higher ground

the farmers were at work contour-plowing their fields (*above right*). As they rode their lurching, noisy tractors, they watched the fat rolls of plowed-up earth turn from black to healthy brown. The land was as good as ever and crops would be fine if summer would only fulfill the abundant promise of spring.



FLYING MOUTHPIECE

But boxer has no more use for it

The boxer at left, whose rubber mouthpiece may be seen flying through the air above him, is just about through fighting for the night. This photograph was taken April 1 in Des Moines, where Phil Brown was matched against Boyd Schuman in the 147-pound class of the Iowa Amateur Athletic Union's boxing tournament. In round two Schuman

landed a solid right to the chin which sent Brown's mouthpiece (worn as protection to lips, teeth and tongue) spinning crazily into a corner of the ring. Brown went down (*above*), then staggered up after a count and recovered his mouthpiece. But he really had little more use for it. A minute later he went down again and this time he was counted out.

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New Console-type Record Changer



It sets a new high in performance ...quality...value

It's a great combination—this table model Victrola radio-phonograph! It's available in rich, selected walnut or lovely mahogany finish with all your radio controls outside where they're most convenient. You have *three-point* tone control for radio and records. There's a larger than usual speaker, far more than usual power. You *hear* the difference in the fuller, more resonant tone of the "Golden Throat."

The new, console-type automatic record changer is designed for quiet, safe operation. Rubber-matted turntable cuts out noise,

saves records, too. In the newly designed, extra-light tone arm is RCA Victor's "Silent Sapphire" pickup, a permanent jewel-point—no needles to change! Try some of the new RCA Victor releases, like Tony Martin's *You and the Night and the Music* to hear Victrola 77U at its best! It plays on AC and it's ready—now—at your RCA Victor dealer's, a finer than ever value with the rich, true tone of the "Golden Throat."

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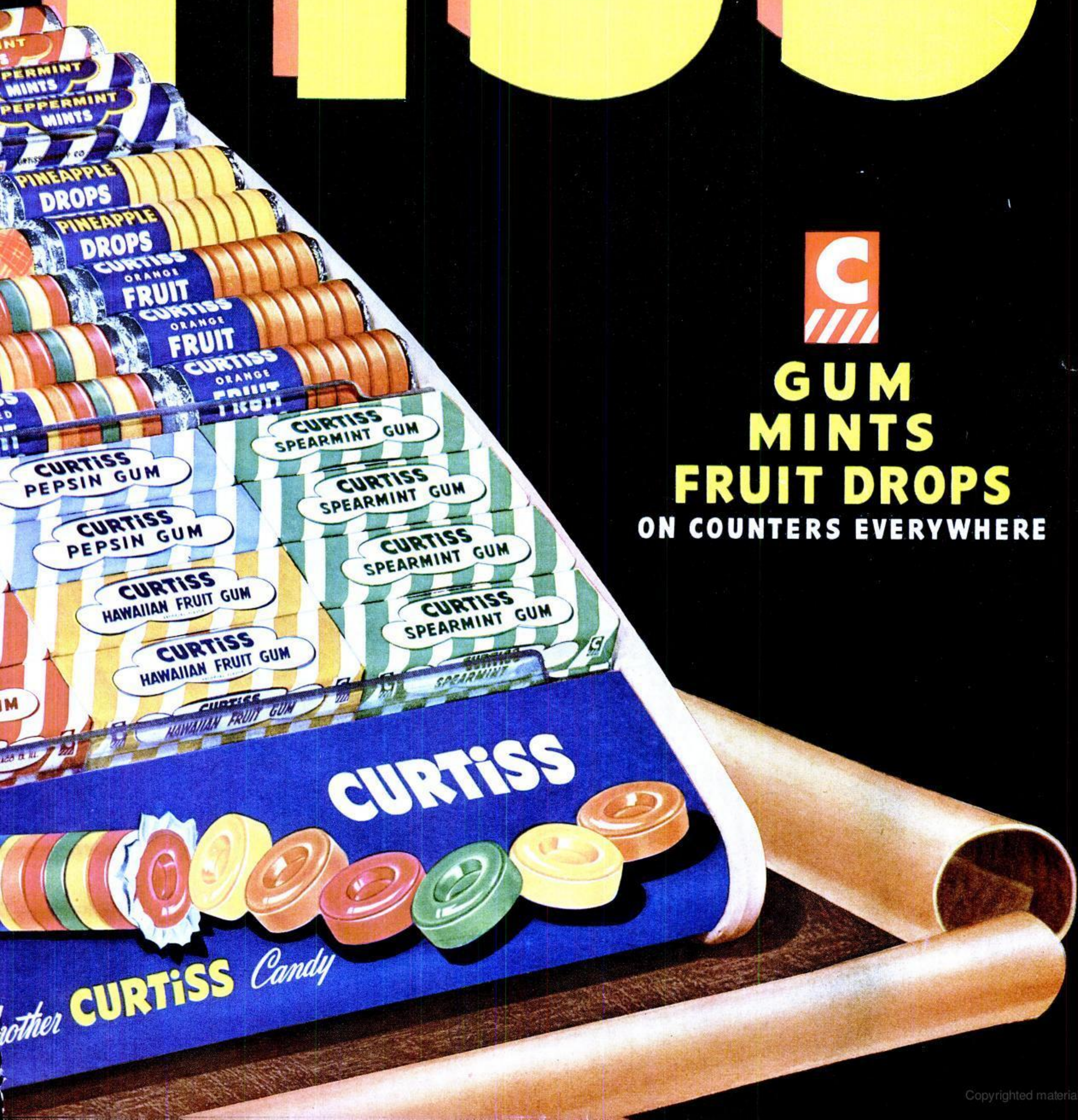
RCA Victor 66XI—Smooth, modern cabinet of walnut plastic *completely* encloses this powerful table radio. Standard and short-wave bands; hand-grip in cabinet top; spread-band dial; attachment for record player. Outstanding in style and performance, with the famous "Golden Throat" tone system.

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The enthusiastic acceptances would tell you how most folks feel about Four Roses—the whiskey with the different, *distinctive* flavor, so delightfully smooth,

so richly mellow, so truly satisfying.

Incidentally, you might decide to make *your* next whiskey-and-soda with Four Roses...and learn how magnificent America's finest whiskey really is.

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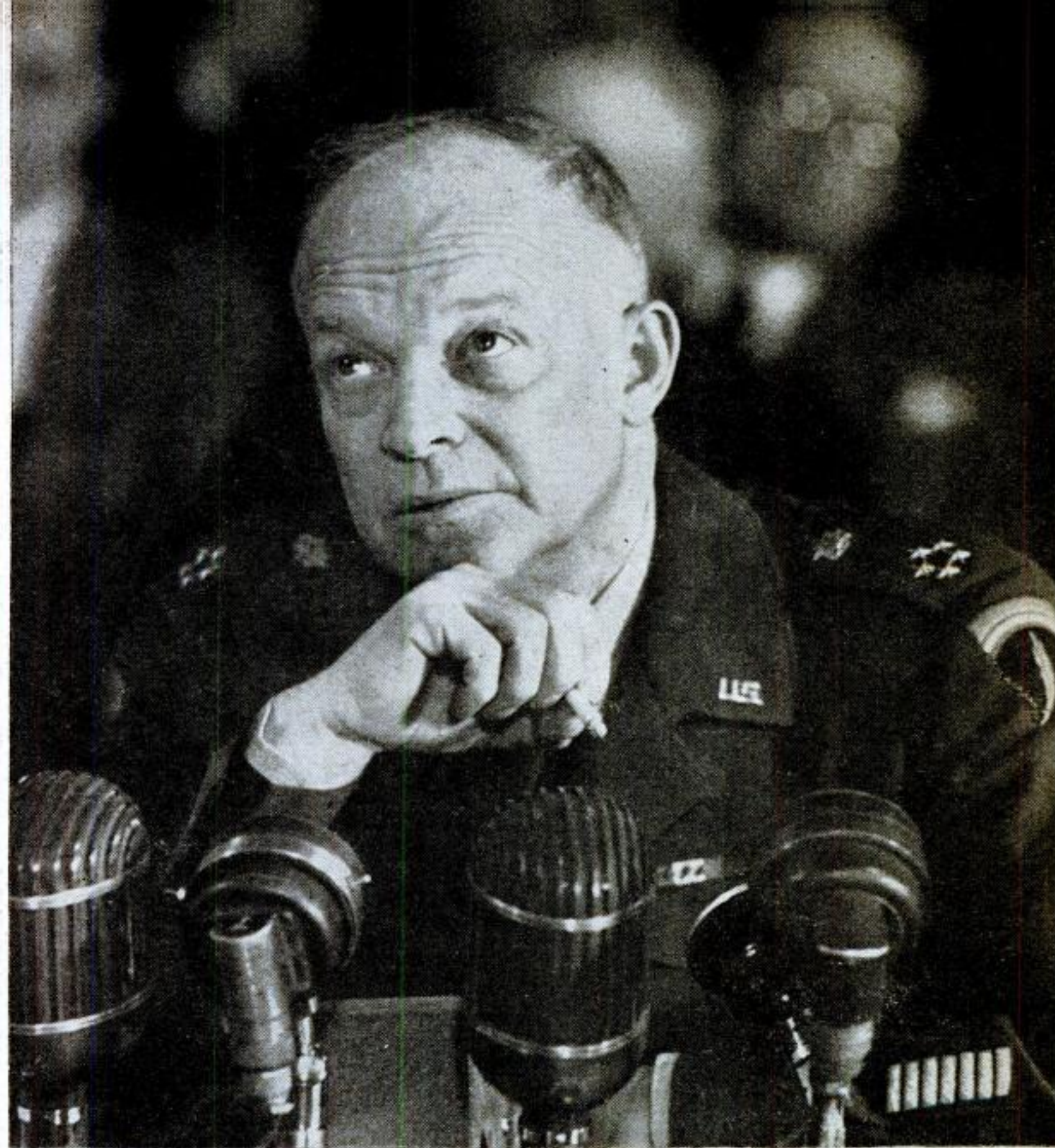


AMERICA'S MOST FAMOUS BOUQUET





IKE CUPS HIS EAR AND FROWNS AS HE STRAINS TO HEAR A SENATOR'S QUESTION



HE STARES ATTENTIVELY AT A COMMITTEEMAN AND PONDERES AN ANSWER



"THE FIRST MONTH OR TWO OF WAR WILL DETERMINE OUR ABILITY TO CONTINUE"



"I'LL KEEP MY UNIFORM ON AS LONG AS MY COUNTRY WANTS ME TO"

"IKE" SPEAKS UP

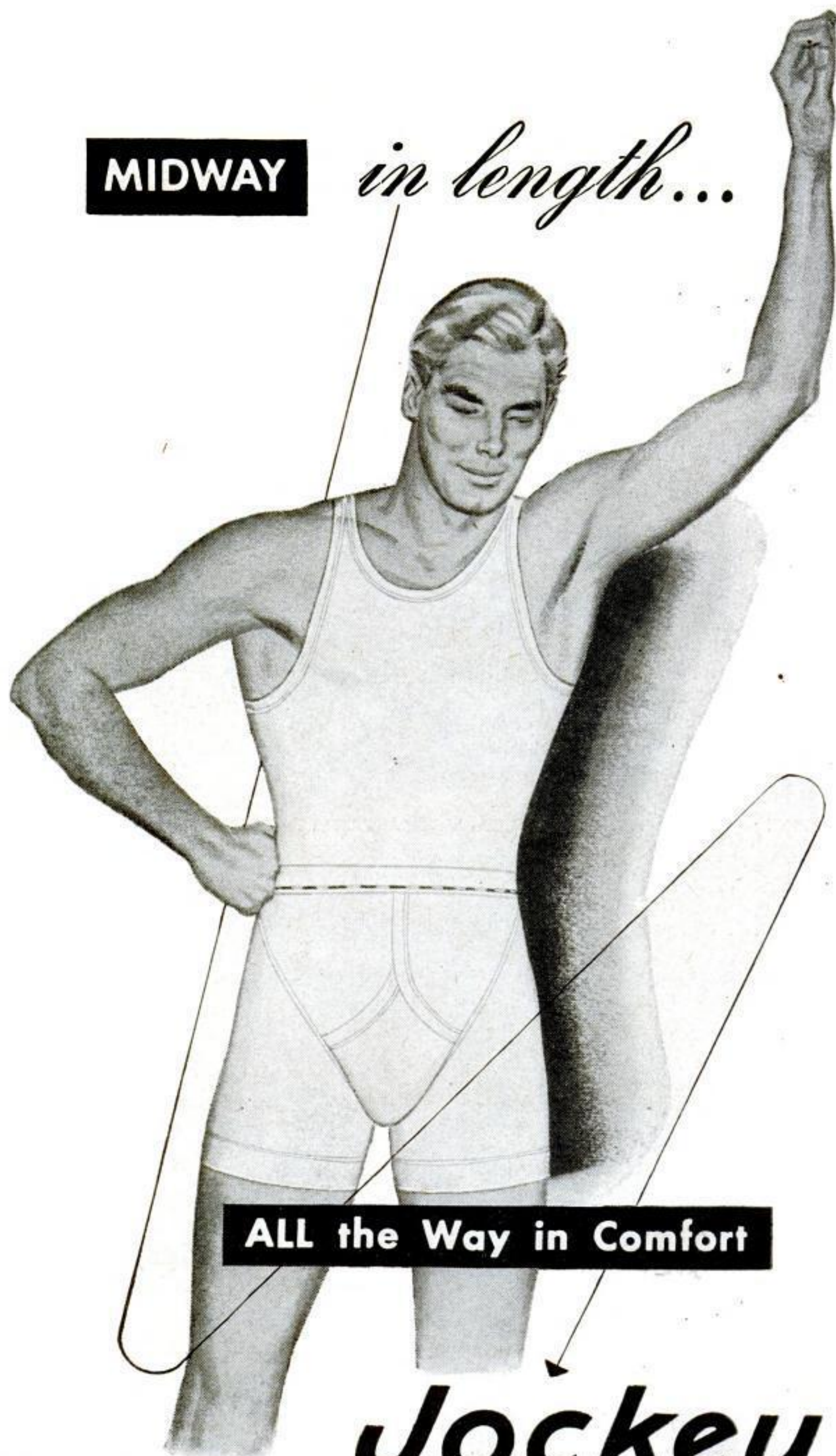
HE PUTS ON HIS UNIFORM AGAIN
TO PLUG FOR UMT AND THE DRAFT

Last week in Washington the Senate Armed Services Committee, after hearing many an expert, called up the man who should know most about U.S. military needs. For the occasion retired General Dwight Eisenhower got back into uniform and delivered a solid plug for UMT and the draft. He had no prepared statement, but he made his point with some blunt words and some expressive grimaces (*above*). "We face a dispute over the way men shall live..." Ike said. "The na-

tions all over Western Europe are looking to this nation. . . . The strongest temporal force on earth is 140 million Americans, united, acting with determination. . . ." Even before Ike finished, up spoke Senator Richard Russell of Georgia. "You have presented a strong argument," Russell said. "for the selective draft—for one who himself has so persistently resisted another kind of draft." At this Ike cracked no smile but said, "I'll keep my uniform on as long as my country wants me to."

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Eisenhower CONTINUED

THE DEMOCRATIC PLAN TO DRAFT EISENHOWER

THE PARTY SCHEMERS THINK THEY KNOW HOW TO GET RID OF HARRY TRUMAN "WITH HONOR"

by **SIDNEY OLSON**

One fact dominates all the political hurly-burly in the U.S. today. This is: President Harry Truman stands no chance of re-election. Outside the White House hardly a Democrat disagrees; even inside the White House the fact appears to be taken for granted.

With this fact established, the top-rank Democratic party strategists have now generally agreed on a second hard fact: no other regular party Democrat can be nominated without splitting the party ruinously, and none such could be elected. To use the usual labels, Justice Douglas is too New Dealish and Northern; Senator Byrd is too reactionary and Southern; Senator Barkley is too old; Chief Justice Vinson has no vote-getting power.

With this fact also generally accepted most of the important Democrats of all factions, even within the White House, last week agreed on a third fact: the one man who can unite the party and take it to victory is General Dwight D. Eisenhower.

This agreement immediately bumps into two solid obstacles: Harry Truman is still a candidate for re-election and General Eisenhower already formally rejected a political career in a statement that, from a man of his integrity, must be accepted as sincere.

Last week in Washington the Democratic strategists believed they had finally found the one possible way to remove both these obstacles. These strategists, it is all-important to remember, range all the way from the extreme left to the extreme right, and "from Palestine to Jim Crow."

The first problem of the new secret strategy is to find an honorable way out for Harry Truman. The watchword of the planners is contained in the words privately spoken by the late Senate Majority Leader Joseph T. Robinson of Arkansas, who died while vainly struggling to enact President Roosevelt's Supreme Court packing bill. Robinson often said, "We must find a solution with honor."

Those words, "solution with honor," are being quoted all over Washington. This is what they mean: We must find a way in which Harry Truman can retire; first, with the gratitude of the people for trying to do an enormous task as well as he could, and second, in such a way as to make possible the nomination of General Eisenhower.

Although it is clearly too late to try to sell the American people on Harry Truman's abilities, these strategists believe that the people will come to appreciate that Mr. Truman has tried "only to do the right thing, without regard to political consequences." They think that there is considerable sympathy for him in his plight now. One Southern senator said last week:

"Remember that Harry Truman has more courage than Franklin Roosevelt though he doesn't have his skill. Roosevelt would have waited until all the money for the Jackson Day dinners was in before he released the Civil Rights message. I have to denounce Truman because I have to go on living in the South. But I admire that little guy."

This same search for a "solution with honor" is being made by such labor leaders as Phil Murray and Walter Reuther. One top labor strategist said, "Harry Truman's record for labor, over all, is good. He's made mistakes. But he has only one real labor enemy. John L. Lewis—and that's a popular enemy to have."

"No man who has been president of these United States should ever be forced to leave the White House in humiliation. Every good American will agree to that. We don't want Harry to quit with the flag dragging. Our American prestige abroad is involved. We want him to leave the White House with a high heart, sure of the thanks of the people. And General Eisenhower is the best legacy Harry Truman could leave."

It is with such generous expressions that the North, the South, labor, the city machines, the non-Communist left and all the heterogeneous wreckage of the old New Deal political empire are now uniting



AS CANDIDATE, CIVILIAN DWIGHT EISENHOWER WOULD LOOK LIKE THIS

suddenly on these two fundamental objectives: to retire Truman with honor, and to nominate and elect Eisenhower.

The strategy actually is a long and delicate parlay involving two political horses in exactly perfect weather conditions. The second part of the strategy is as delicate and difficult as the first.

The curious thing about General Eisenhower's renunciations is how entirely fruitless they have been. The envious insist that he has always been running for the presidency. His supporters argue contrarily that the denials have been ineffective because the U.S. people want him so much that they refuse to listen to his pleas.

The Democrats point out that General George Marshall's refusal to enter politics has always been taken for an absolute withdrawal: "He locked the door and threw the key away." But, they say, "Ike always leaves the door open just a little bit."

One night a year or so ago, it is said, Ike Eisenhower and Roy Roberts, boss of the Kansas City *Star*, sat in a Kansas City hotel room all one night, testing a little whisky and arguing about Ike's political future. At that time Eisenhower based his refusal to run on the fact that at the moment of the German surrender at Reims he had reached a pinnacle in his life which he could not hope to surpass; why therefore let himself be dragged about in politics? He had a further point: in the Army the officers are always taught to reconnoiter a hill before they attack it. He had the Republican hill carefully reconnoitered, and he did not particularly like what he saw behind it. For one thing, it is said, he foresaw the very thing which was brought out in news dispatches last week: that Tom Dewey and Bob Taft would eventually "make a deal," or at least reach an understanding, to avert a deadlock. This deal was described in the press in two words: "No outsiders." To Taft and Dewey, of course, "outsiders" would mean such nonregular Republicans as Eisenhower or MacArthur, or such irregular Republicans as Harold Stassen.

In short the Republican regulars, like a herd of musk oxen, were prepared to close ranks and project an impassable barrier of horns around the nomination to protect themselves against another blitz such as that of Wendell Willkie in 1940. A Taft-Dewey deal would obviously make the Republican nomination of Eisenhower almost impossible.

After that reconnaissance, it is believed, General Eisenhower wrote his note of last Jan. 23, attempting to withdraw his name from political discussion. Although he is one of the most glib of all Americans in public life, with an amazing gift of saying the right thing easily and quickly, he took more than a week to write out that statement. Every evening he went home from the Pentagon and worked it over and over, on a pad of yellow paper held on his knee. And there is one possible loophole in it, in the phrase referring to "obvious and overriding circumstances."

The scheme for June

On that background the present strategy—without the consent of General Eisenhower, it should be remembered—is:

General Eisenhower is not to say another public word about his attitude toward the Democratic nomination. His aides will continue to point to his January statement as final. Everyone agrees it would be in bad taste for the general to keep on refusing possible nominations. Someone at the Pentagon said, "What else can he do? Should he picket the White House with a sign saying 'This is an undesirable place to live?'"

In the meantime top-ranking Democrats all over the U.S. are going to raise funds and try to pack their state delegations solidly with Draft-Eisenhower men. The plan is to continue this—always without his consent—right up to the convention, when Alabama and Arkansas

CONTINUED ON NEXT PAGE

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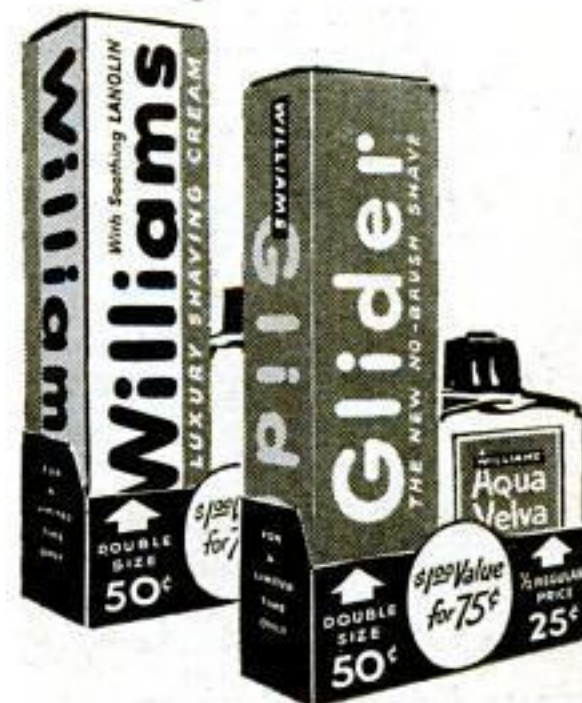
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It's a bargain in shaving luxury! You can save twenty-five per cent on these nationally famous products—you get the regular sizes, enough for more than three months' use. The supply is limited, so don't delay. Get this money-saving combination today at any drug or toilet-goods counter.





Get a BIG LIFT today!

Enjoy this tasty chocolate-'n-peanut bar!

Ziegler's Candies
are delicious food.
Enjoy some every day.

Yes, a big lift — and a huge treat. For the popular Giant Bar is downright delicious *all the way through*. Enjoy that sweet, mellow chocolate, packed with crisp peanuts. . . . When it's quick energy you want — or just swell eating — bite into a Giant. . . . Look for the bright yellow and brown wrapper at candy counters, in vending machines, and at theatres.
Geo. Ziegler Co., Milwaukee, Wisconsin

Eisenhower CONTINUED

are going to "go down the line for Ike" and set the band wagon rolling. The strategists even hope to persuade President Truman himself to place Eisenhower's name in nomination as he sings his own dramatic swan song.

The strategy (already known to President Truman): he would appear among the Missouri delegates and ask permission to address the convention. He would then say, in effect: "The world is in a grave crisis. In such a period, with national unity as the greatest need, there must be no suspicion that the American President is playing politics. I have not been playing politics, but that charge has been made. In order to remove every shadow of a doubt, I now withdraw my name as a candidate. Thus I will be absolutely free, from July to January, to devote myself entirely to the welfare of the U.S. in order to turn over to my successor a nation unified in spirit and armed for any eventuality. That successor must be a man who—" and then, after several more The-Man-Whos, he would mention the name of Dwight David Eisenhower of New York.

While the balloting is on, it is planned, General Eisenhower, learning of this approaching nomination by acclamation, would immediately wire the convention to this effect: I must decline this nomination — unless it is absolutely clear that I am not committed in any way to any previous Democratic party positions.

One strategist said, "Wow! What a scene! Then he would be drafted unanimously! It wouldn't matter how much blood had been spilled the day before in drafting the platform! Nothing would matter!"

The fulfillment of this bright dream depends on a great many things going exactly right. Harry Truman must see the light, as they say. But he will be presented only with two alternatives: *retire with honor* — or *be retired by force*. About June 1 a number of the highest ranking Democratic senators and representatives, and other party elders, are planning to review the entire situation at a secret meeting. After that meeting the group will call on the President and seek to reach an agreement — unless such an agreement is long since in the bag. If it is not, they will then repair to the White House to confront Mr. Truman with the *coup d'état* of the projected Eisenhower nomination, by unanimous consent of the ranking party leaders.

The bright dream also depends on keeping General Eisenhower quiet and happy until that time. The general is naturally sensitive to press criticism of his motives or his integrity, and in his long Army life he was rarely the target of anything except the most flattering adulation. The strategists realize that one of their problems is to "thicken up his thin skin," and they dread his reaction when such expert needlers as Westbrook Pegler begin to carve him with long knives.

The general's dilemma

As a man of honor, as a man who has risen through all the exacting requirements of a difficult profession, always under the scrutiny of a hierarchy jealous of its high traditions, General Eisenhower is naturally keen to keep both his own good name and that of the military out of the inevitable mud-slinging of politics. Even the military itself, in its highest echelons, is torn between the conflicting desire to protect its good name and its own sense of crisis. Some of the military would like to have a man with Eisenhower's background in the White House during the next few years. Therefore Ike's friends are struggling to keep him quiet, arguing that as a patriot he simply does not have the right to remove himself irrevocably from the service of his country, especially at this time. They also use other arguments. One close friend said, "If there's one thing that will make Ike run, it will be the Republican nomination of MacArthur."

Obviously the entire strategy here outlined is one of the great gambits of American politics today. It may work; it may not. Certainly it is the last hope of the wrecked, split and foundering Democratic party. Harry Truman owes that party everything; General Eisenhower owes it nothing — yet.

The makers of the new strategy stop at the Eisenhower nomination. They have not thought beyond it. Their theory is that he can merely smile and wave his hand and smooth the party's way past all the irritating issues of the day.

But it is not conceivable that the general would be permitted by the voters of the U.S. to avoid taking firm positions on the major issues. Nor would he consent to, as a man of principles. What would his popularity be once he is forced to take a flat position on the civil-rights program for the South? Or on the Palestine situation? Or on amending the Taft-Hartley law, either to make it harder or softer on labor? Little is known of his actual beliefs; he has had no occasion to spell them out.

Politics is more than a game, and these matters concern every American. Therefore the general, the President, the political strategists — and the plain people — have a lot of hard thinking to do.

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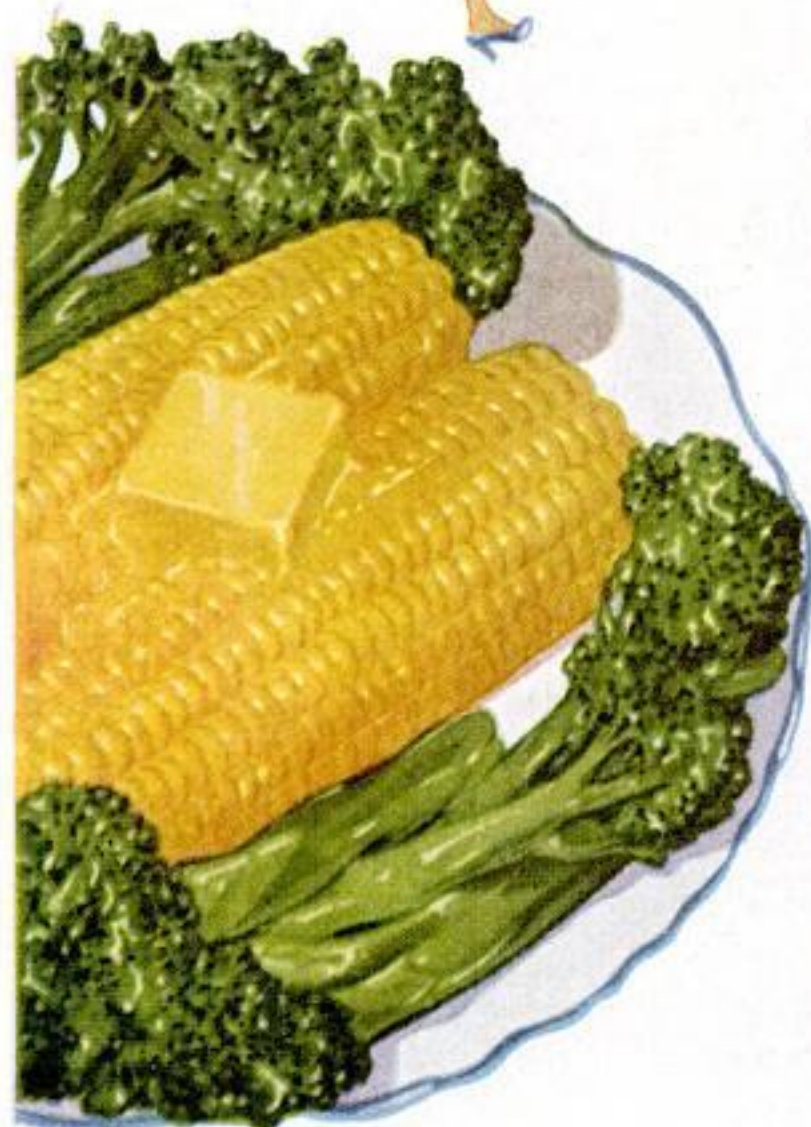
Yes! It's that new Kelvinator!

First time ever —

refrigerated from Top-To-Bottom!

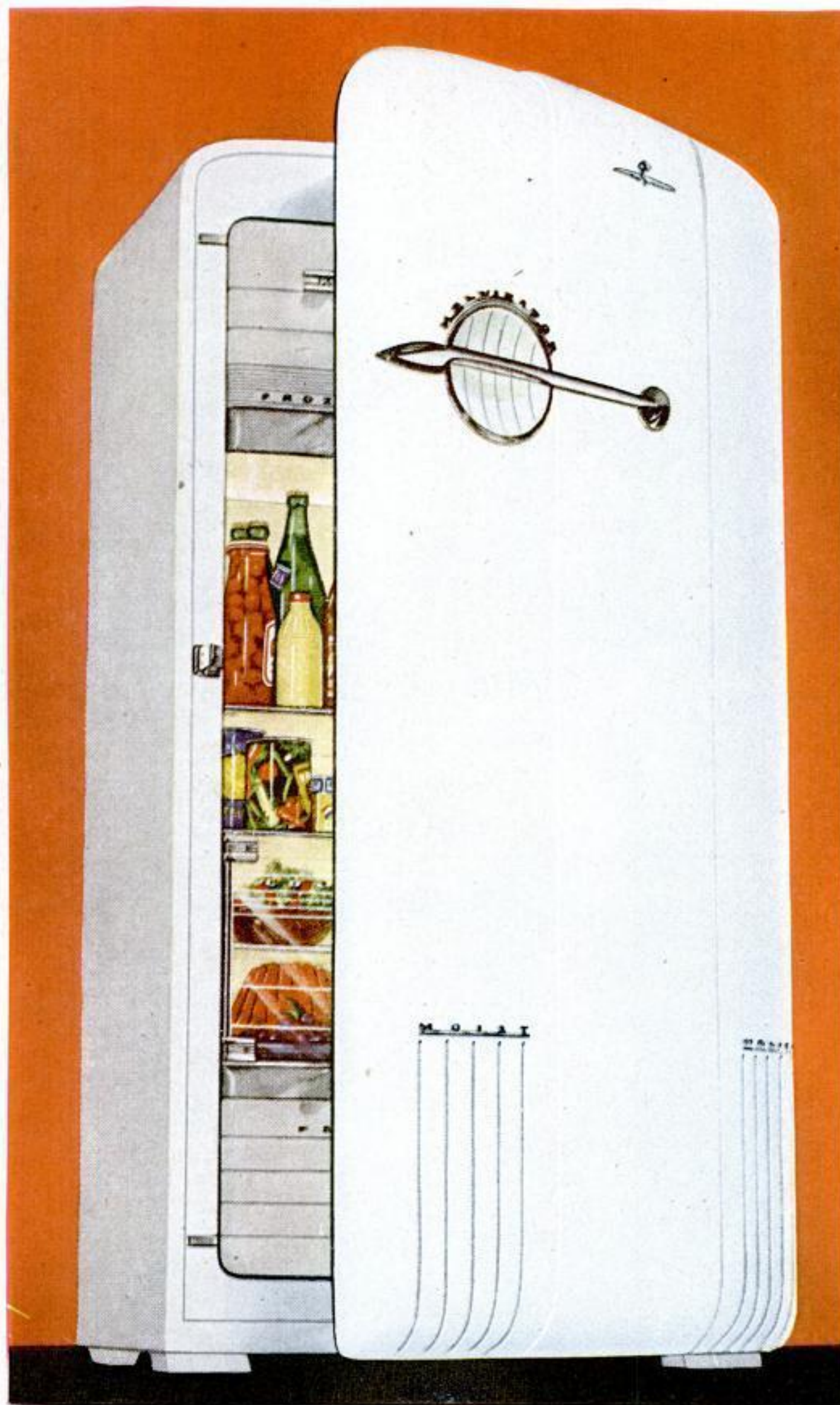


HERE's your dream come true—a new kind of refrigerator that's all refrigerator —from *top-to-bottom*! Food storage? You never saw such space. And there's a special kind of cold to keep every kind of food *perfectly*. Follow your eyes in amazement!—it's refrigerated all the way from the giant Frozen Food Chest down through the exclusive new Fruit Freshener. *It's Kelvinator, of course!*



Frozen Food Chest
Holds 50 pounds!

Now enjoy year 'round feasting on out-of-season treats! Here's room for full 50 pounds of packaged frozen delicacies . . . luscious peaches, golden corn, tempting shellfish . . . complete frozen dinners, too! And ice cubes? A full supply always at your command. This big Frozen Food Chest saves you shopping . . . puts sparkle in your menus . . . and it's right in your new Kelvinator!



It's the Masterpiece refrigerator of the year . . . powered by Kelvinator's famous Polarsphere that's sealed in steel and permanently lubricated for years of un failing performance. There's a complete line of beautiful 1948 Kelvinators starring everything *new* and priced for *every* budget at your Kelvinator dealer's. Kelvinator, Division of Nash-Kelvinator Corporation, Detroit, Michigan.



Cold-Mist Zone Keeps
Foods Fresher!

Like your salad greens to taste as if they'd just been picked? Pop them into Kelvinator's Cold Mist—*super-moist* cold that guards their freshness like Nature's own dew! Keeps bread and cake, leftovers just as appetizing as "fresh-made"—no transfer of food flavors. Another *exclusive!*—the amazing new Fruit Freshener is Cold-Mist refrigerated. You'll love the way it keeps fruits deliciously *cold* and *fresh* for eating at their best—vegetables, too! It's wonderful!

Kelvinator — of Course!



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IT CHANGES PRESENT-DAY MAKE-UP IDEAS!

IT GIVES YOU A REALLY NEW PERSONALITY!

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"SWEET TALK"

"DAMASK ROSE-GLOW—PULSATING WITH FLATTERY"

The most authentic change in color since red itself—and just as *basic*.

The *one* make-up that makes *you* look as different as your clothes!

No namby-pamby pink—but wonderfully wearable

damask rose-glow . . . pulsating with flattery.

"Sweet Talk" on matching lips and fingertips invokes the *sweetest talk* you've ever heard. A *sincere* compliment to your complexion, too!



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Better make **NOODLES**...

when you bake these **NOODLES** with



This delicious casserole rates a chorus of "Seconds, please!" Yet it's really a low-cost dish.

You'll be delighted, too, that it's so easy to make. For Hunt's Tomato Sauce is ready to use. Already *kettle-simmered* for you! Rich and thick and flavorful.

Why, it takes more than four plump, red-ripe tomatoes to make one can. They're slowly simmered with delicious spices and seasonings. *Yet a can of Hunt's costs just a few cents!*

You'll appreciate this flavorful cooking sauce in dozens of recipes. Add it to meat loaf, spaghetti, stews, rice, fish. To eggs, macaroni, goulash, gravies. *It's a grand meal stretcher with leftovers.*

Get six cans of Hunt's Tomato Sauce! Start using the most delicious *work saver* that has come along in years. At your grocer's — *for a few cents a can.*



The wonderful cooking sauce from California



Noodle Casserole

1 large onion, chopped 2 tbsp. fat
1 cup cooked, diced meat 6 oz. noodles, cooked (3 cups)
1 can Hunt's Tomato Sauce
1/2 tsp. salt 1/8 tsp. pepper

Heat fat in frying pan. Add the chopped onion, and simmer gently until wilted. Add the diced meat, then the tomato sauce. Cook together a few minutes. Cook 6 oz. noodles in boiling, salted water. The yield will be approximately 3 cups, cooked. Add noodles to the sauce, season with salt and pepper. Pour into casserole and bake in 350° oven for 30 minutes. Makes four servings.

Hunt-for the best



"MUGGED" by prison camera in convict fashion, Jimmy Melton is made conscious of enormity of his crime.

WARDEN ADOPTS A YOUNG MURDERER

Boy who shot his sister is given a chance to lead a normal life

Twelve-year-old James Melton's parents were separated, and he lived in a modest little house in Las Animas, Colo. with his father and sister, Phyllis Marie, 16, who tried to act as his mother. One day last December Jimmy stood behind a living-room curtain and pumped five .22-cal. bullets into Phyllis' body, killing her. "I never liked her," he said quietly. "She was always nagging me." Jimmy was sentenced to a prison term of 12 years to life. Although Colorado has two institutions for boys, its laws require that murderers, regardless of age, be sent to its state penitentiary at Canon City.

When Jimmy arrived there last February he was fingerprinted and "mugged" (above) just like any other criminal. But when it came time to assign him to a cell the prison's warden, Roy Best, a tough, efficient crime expert, stepped in. He would take Jimmy into his own home, he said, and he and his wife would rear him as their own son. "If this boy is to come out of here a decent citizen," said ex-Cowpuncher Best, "he must have the same advantages as other boys—insofar as they are possible under the circumstances. He won't get them behind bars with the toughs I've got here."

With a few cautious exceptions everyone in Colorado agreed that the warden had done a wise and noble thing. The only hitch came when Best announced that Jimmy must have adequate schooling and proposed sending him to one of the local schools. Parents protested, so Warden Best hired a retired and understanding teacher as Jimmy's tutor. Then he bought him a bicycle so he could ride to her house each day for his lessons. Meanwhile, less Jimmy get the idea he is being coddled, Best impresses upon him constantly the work he must do to make good and the seriousness of the crime he has committed. Warden Best is certain that his experiment will work out. "But if I get any more like it," he adds gruffly, "I'll have to work out something else. I'm not running a delinquency ward."



UNDER PRISON TOWER Jimmy and Warden Best walk to penitentiary from warden's home a block away. Despite his pleasant life as a trusty with the warden's

family, Jimmy is not allowed to forget he is a criminal. Best takes him on frequent tours of prison, impresses upon him that his future is bleak unless he makes good.

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OUTSTANDING



PALL MALL—the cigarette that's *really* different—*really* "OUTSTANDING!"

Pick up a PALL MALL—*see* the difference—*feel* the difference. Smoke a PALL MALL and *taste* the difference. For PALL MALL's greater length of traditionally fine tobaccos filters the smoke of this *longer, finer* cigarette . . . gives you that smoothness, mildness and satisfaction that no other cigarette offers you.

PALL MALL—the *longer, finer* cigarette in the distinguished red package.

*and they are
mild!*

Warden's Ward CONTINUED



WARDEN'S WIFE fits the clothes she bought for Jimmy when he arrived at prison. He has his own room in the warden's pleasant home. With no children of their own, the Bests hope to help Jimmy become a responsible citizen.



SWEEPING STEPS of the warden's home is one of Jimmy's regular chores. He also cares for the chickens in a yard behind the house. Warden Best's Doberman pinscher has become Jimmy's close friend, watches him here at work.



JIMMY EATS family style with the Bests and their nephew Buddy, who is 17. The warden's main worry at present is finding Jimmy suitable boyhood companionship. So far Jimmy has been too busy with his new life to be lonely.

[CONTINUED ON PAGE 58](#)

IN VENICE—a Hand Kiss—and then...



I felt like a movie star! On the Piazza San Marco, an Italian I'd met, came up and kissed my hand. Jim (this American boy) said, "Pretty silly, this hand-kissing." But later...



Right in front of the Doge's Palace, Jim took both my hands. "Mm-m-soft," he said "Maybe there is something to kissing a girl's hand." It just shows...I was smart to use Jergens Lotion and keep my hands nice. Because...



Look what happened! One dreamy moonlight night in a gondola, Jim said he really loves me. "Never let any other man kiss your darling hands," he said. "They're mine now."

And-Oh, how soft I'll keep my hands for him. I'll always use Jergens Lotion:

Lucky for you there's Jergens — more effective than ever today. Due to recent research, your hands are even softer now, deliciously smoother with Jergens Lotion care. Protects longer, too.

Doctors' wisdom. Many doctors use 2 special ingredients for skin-beautifying; both those fine ingredients are in your Jergens Lotion today.

Movie Stars, too—what's their experience? The Stars, 7 to 1, use Jergens Lotion.

Be just as clever — use today's even-finer Jergens Lotion. Still 10¢ to \$1.00 (plus tax). And lovely to use—never oily; no stickiness.

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BOSTONIAN
Spice Brown
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Out of the spice box, comes a man's cheerfully-inspired color! Luxuriously soft, brush-clean Spice Brown suede to style-spark summer wardrobes . . . correctly!

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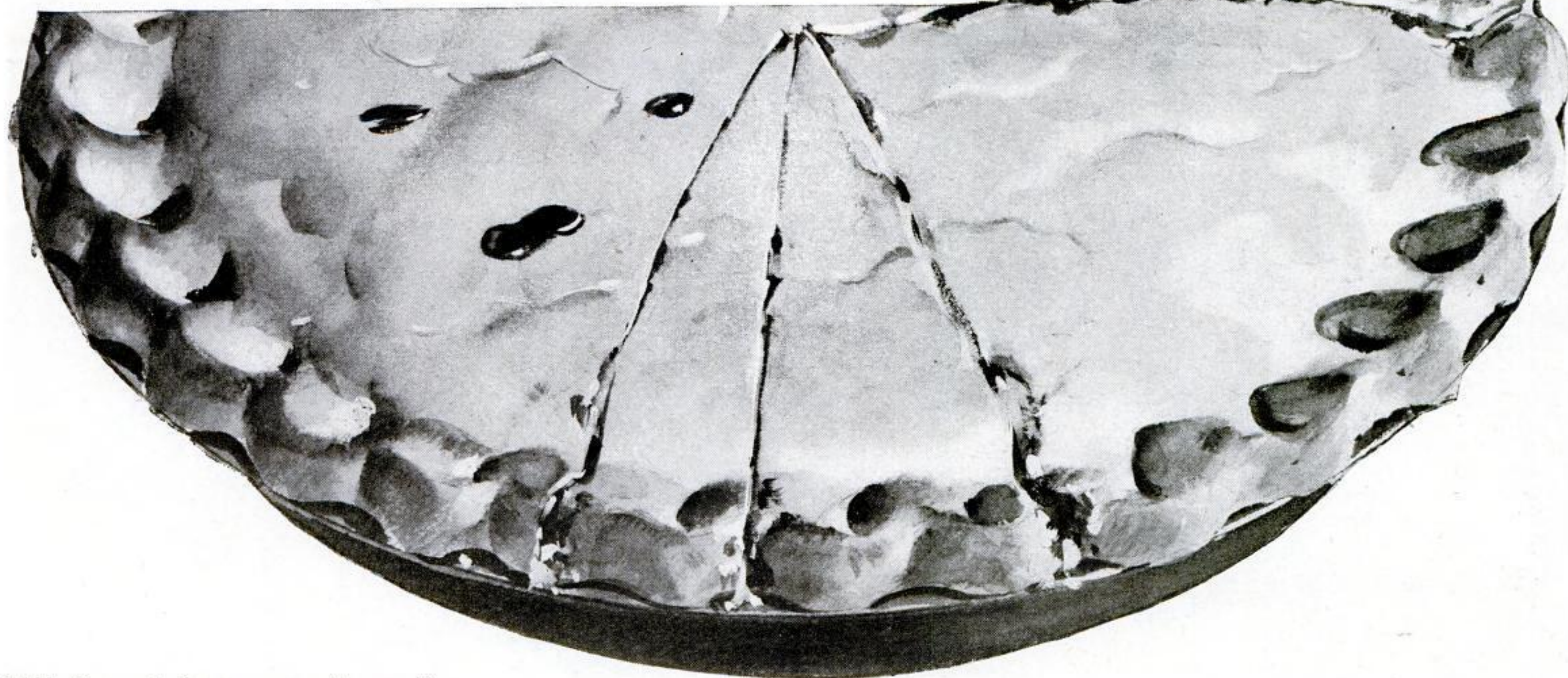
RIDING BICYCLE which was the gift of his "Uncle Roy," Jimmy stops to watch as children play outside public grade school. Local parents protested his attending city schools although the children said it was all right with them.



JIMMY'S TUTOR, Mrs. Verna Wheaton, a kindly ex-teacher, helps him to continue his education with books furnished by school board. He is a serious, eager student. To warnings of danger Mrs. Wheaton said, "Bosh, I know boys."

Bostonians
 FIT RIGHT • FEEL RIGHT • THEY'RE WALK-FITTED
 WHITMAN, MASSACHUSETTS

How would you slice this pie?



1. A lot of people have some pretty surprising ideas about how much of each dollar that industry takes in goes for profits. They think profits take a big slice of the sales "pie"—an average of as much as 25 per cent.



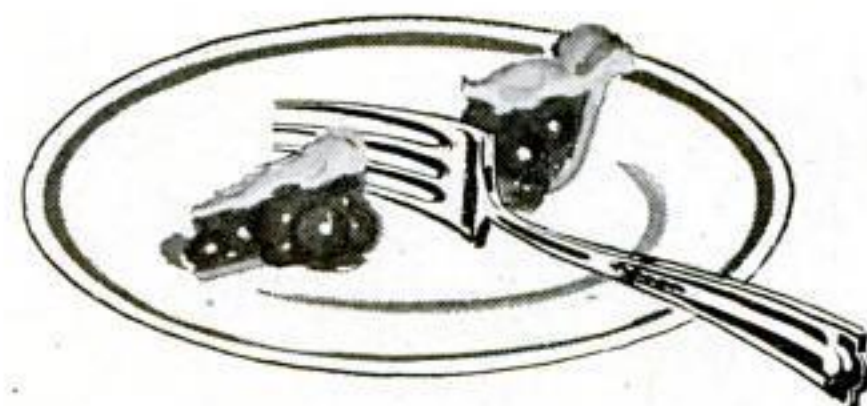
2. These same people—all over the country—were asked what they thought would be a *fair* profit for business to make. The great majority said from 10 to 15 cents out of each dollar! That is amazing—because...



3. The fact is, as shown by Government figures, industry *averages* less than half that much profit!



4. So, profits are not the big piece of pie that many people think. They aren't even the middle-sized piece most people believe to be fair. Actually, they are only half of even that—the little piece of pie shown here.



5. And even that doesn't tell the whole story. For about half of the reasonable profits earned by industry go right back into business to pay for the development and expansion that bring more products, more jobs, and greater security for all.



6. That's how "the profit system" works to give more Americans more good things than are enjoyed by any other people on earth!

NATIONAL ASSOCIATION OF MANUFACTURERS

Composed of the 16,500 large and small companies that make most of America's manufactured products



LITTLE LULU SAYS:

compare tissues—compare boxes—and you'll see

*No other tissue gives you all the advantages of **KLEENEX**★*



*T. M. REG. U. S. PAT. OFF.

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There are lots of tissues, but your nose knows there's only one Kleenex! A special process keeps your Kleenex Tissues luxuriously soft . . . so kind, so soothing to delicate skin.



You won't find weak spots or lumps in Kleenex . . . the brand preferred in a national survey by 7 out of 10 tissue users. Kleenex gives you strength and absorbency you can depend on!



No other brand—only Kleenex—gives you the handy Serv-a-Tissue Box that prevents tissue-fumbling. With Kleenex you pull just one double tissue at a time—and up pops another, ready for use!



MAMA (IRENE DUNNE) DOES A FINAL GOOD TURN FOR IRASCIBLE UNCLE CHRIS (IN MIRROR), WHO IS DYING, BY BRINGING A LAST GLASS OF WHISKY TO HIM

MOVIE OF THE WEEK:

I Remember Mama

Kathryn Forbes's best-selling recollections of her Norwegian mother are turned into a nostalgic, heart-warming film

Since *Life With Father* was published in 1935 the U.S. public has been faced with a staggering number of affectionate family reminiscences set in the horse-and-buggy era. Second only to *Father* in popularity has been, understandably, a fond recollection of Mother—a Norwegian immigrant called Mama Hanson, who first came to life in a series of sketches written by her daughter Kathryn Forbes (right) for the *Reader's Digest*. These were collected into a book called *Mama's Bank Account*, which in turn was adapted (by John van Druten) into a play. The latest and current reincarnation of the durable lady is in George Stevens' new RKO production, *I Remember Mama*.

Mama Hanson is the leading spirit of a clan of Norwegians who live in the San Francisco of 1905-10. She is the embodiment of most traits commonly associated with mothers—sympathy, wisdom and resourcefulness. Papa, a carpenter, worships her. So do the four children, among them Katrin, a would-be writer. On

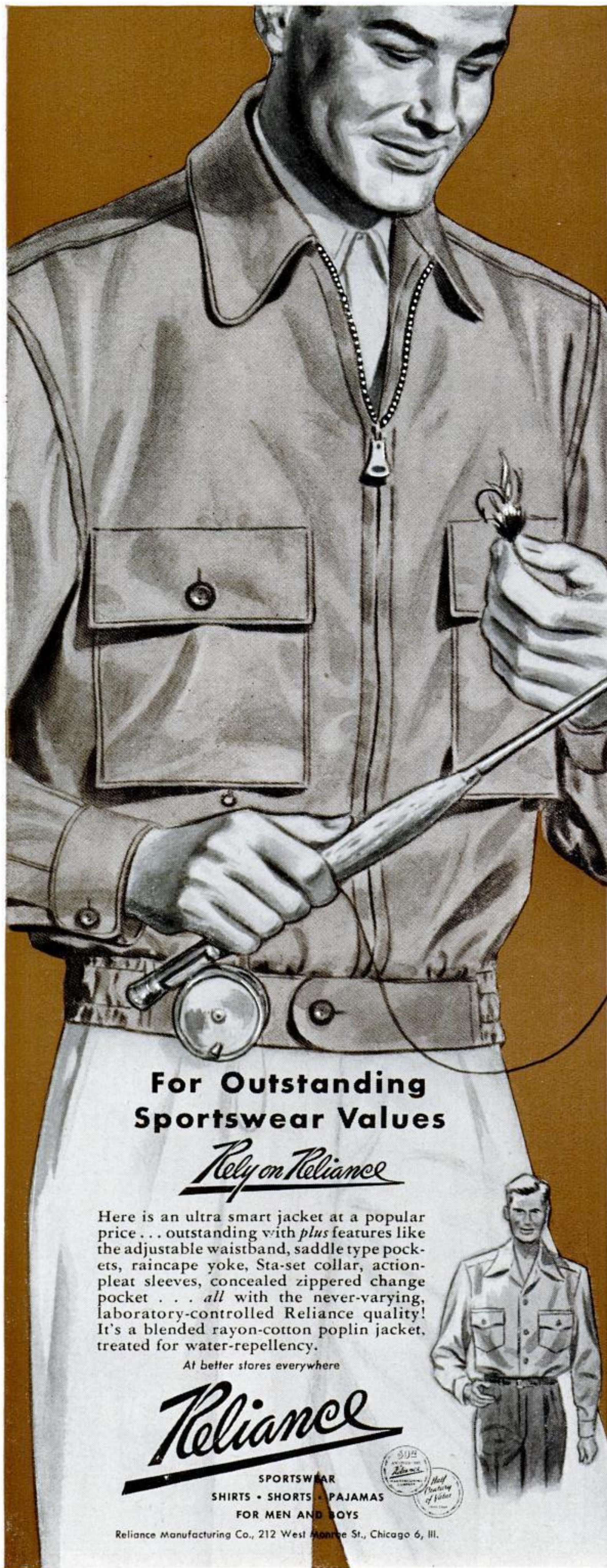
the fringes of the family is Uncle Chris, an evil-tempered, domineering rakehell with a heart of gold and lots of money.

In a long (137 minutes), warmhearted movie, Mama and her family undergo myriad domestic triumphs and tragedies virtually unconnected by plot. Uncle Chris's mistreated relatives gather forgivingly around his deathbed (above). Katrin grows into maturity when she recognizes her own selfishness over a high-school graduation present.

While *I Remember Mama* misses being completely enjoyable because most big scenes are tiresomely drawn out, it avoids the pitfall of oversentimentality and adds up to a first-class movie. Director Stevens has astutely guided his cast into some of the most convincing performances on record. Most notable: Irene Dunne, with a charming Norwegian accent, as Mama; the heavy-browed Oscar Homolka as Uncle Chris (next page), and, as Katrin, Hollywood's most attractive new star, Barbara Bel Geddes (pp. 65, 66).



KATHRYN FORBES



For Outstanding Sportswear Values

Rely on Reliance


Here is an ultra smart jacket at a popular price . . . outstanding with *plus* features like the adjustable waistband, saddle type pockets, raincape yoke, Sta-set collar, action-pleat sleeves, concealed zippered change pocket . . . *all* with the never-varying, laboratory-controlled Reliance quality! It's a blended rayon-cotton poplin jacket, treated for water-repellency.

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SHIRTS • SHORTS • PAJAMAS
FOR MEN AND BOYS

Reliance Manufacturing Co., 212 West Monroe St., Chicago 6, Ill.



"I Remember Mama" CONTINUED

UNCLE CHRIS MAKES TROUBLE



UNCLE CHRIS (Oscar Homolka) is a "black Norwegian" and so truculent that even Mama herself hardly dares to cross him. Here he tries to pick a fight with a doctor (Rudy Vallee) who is taking one of Mama's daughters to hospital.



UNCLE CHRIS FRIGHTENS Mr. Thorkelson (Edgar Bergen), shy undertaker who wants to marry Mama's sister. When he timidly asks about a dowry, Uncle Chris is so abusive that Mr. Thorkelson marries the lady without one.



UNCLE CHRIS DIES attended by Mama and his loyal housekeeper (left). The family is rather relieved at his passing and learns with surprise that the housekeeper, who they assumed had been Chris's mistress, was really his wife.

[CONTINUED ON PAGE 65](#)

Traveler

He rambles around in his sleep, but the gentle cushioning support of the Englander responds to his every movement.



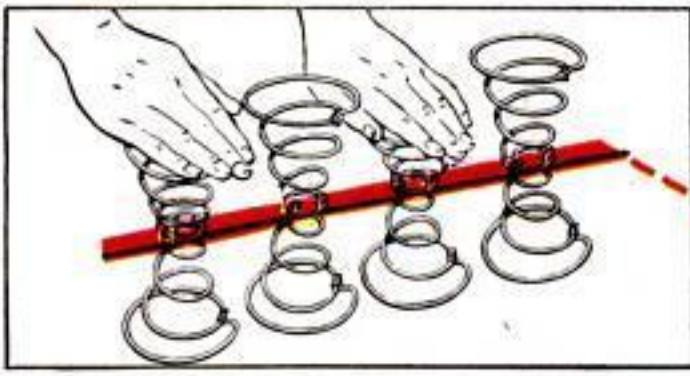
Cuddler

The soft "cuddling" of the Englander gently cradles her to sleep.



never before in any mattress...

COMPLETE COMFORT FOR EVERY KIND OF SLEEPER



1. Upper layer fits your body
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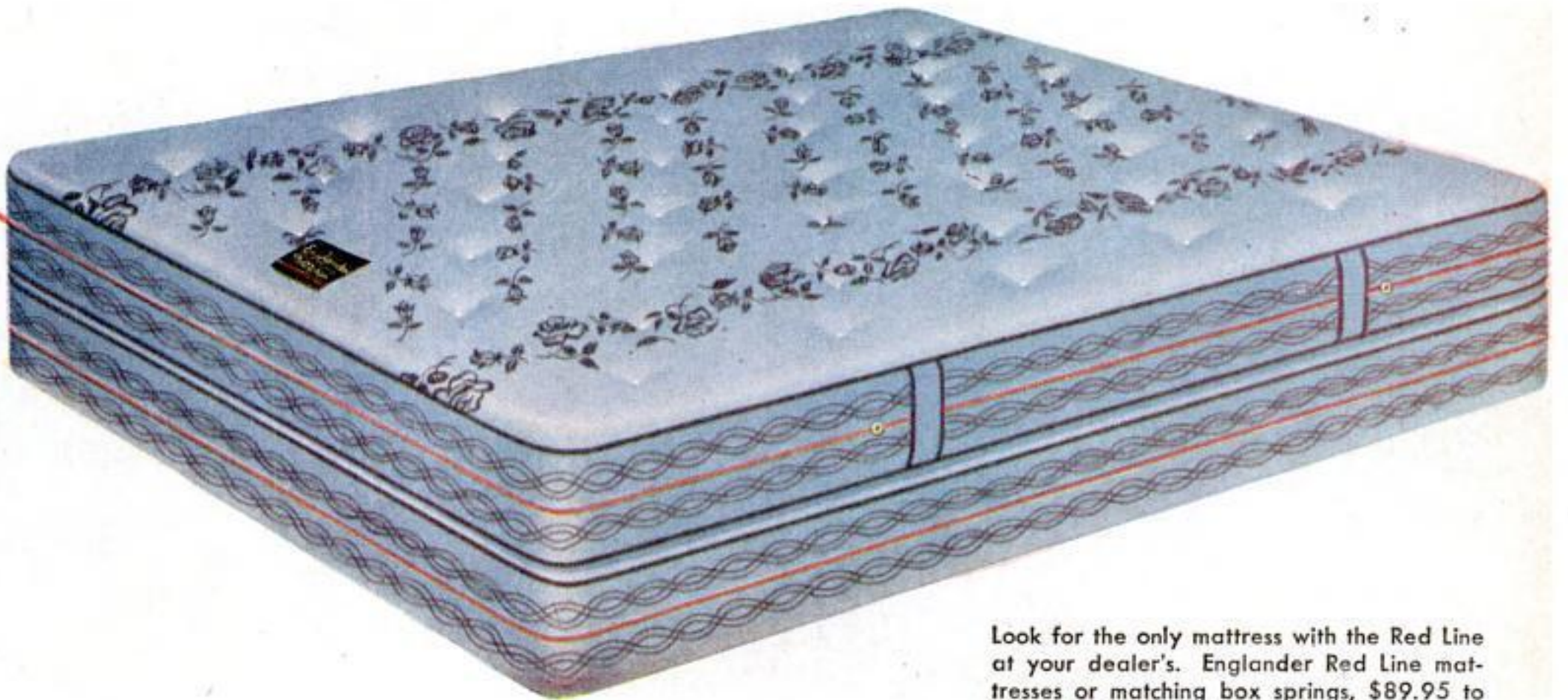
Read why the Englander Red Line Mattress is being welcomed as the greatest mattress improvement in 50 years.

For real sleeping comfort your body needs *two kinds* of support. And now the Englander gives you *both*.

This revolutionary new idea is shown in the diagram above. *Two* layers of springs are joined *in the middle* by a flexible ribbon of steel (not tied top or bottom by wire or joined in cotton sacks). The upper layer cradles your body, the lower layer supports your weight.

And, when "sleeping double," this free-floating spring action prevents roll-to-the-middle due to difference in weight.

See the Englander at fine furniture and department stores—the only mattress with the Red Line.



Look for the only mattress with the Red Line at your dealer's. Englander Red Line mattresses or matching box springs, \$89.95 to \$59.75. Others as low as \$29.75.

Pretzel

This tangle of arms and legs welcomes the easy, responsive support of the Englander's upper layer, while the lower layer supports his weight.



Compact

All rolled up like this she's a pretty compact little bundle, but the Englander meets the comfort requirements of both her size and weight.



Swan Diver

She's contour-deep in beautiful sleep. That's the beauty of the Englander—its two layers: the top for shape, the bottom for weight.

ALWAYS IN THE PICTURE!

fresh up with

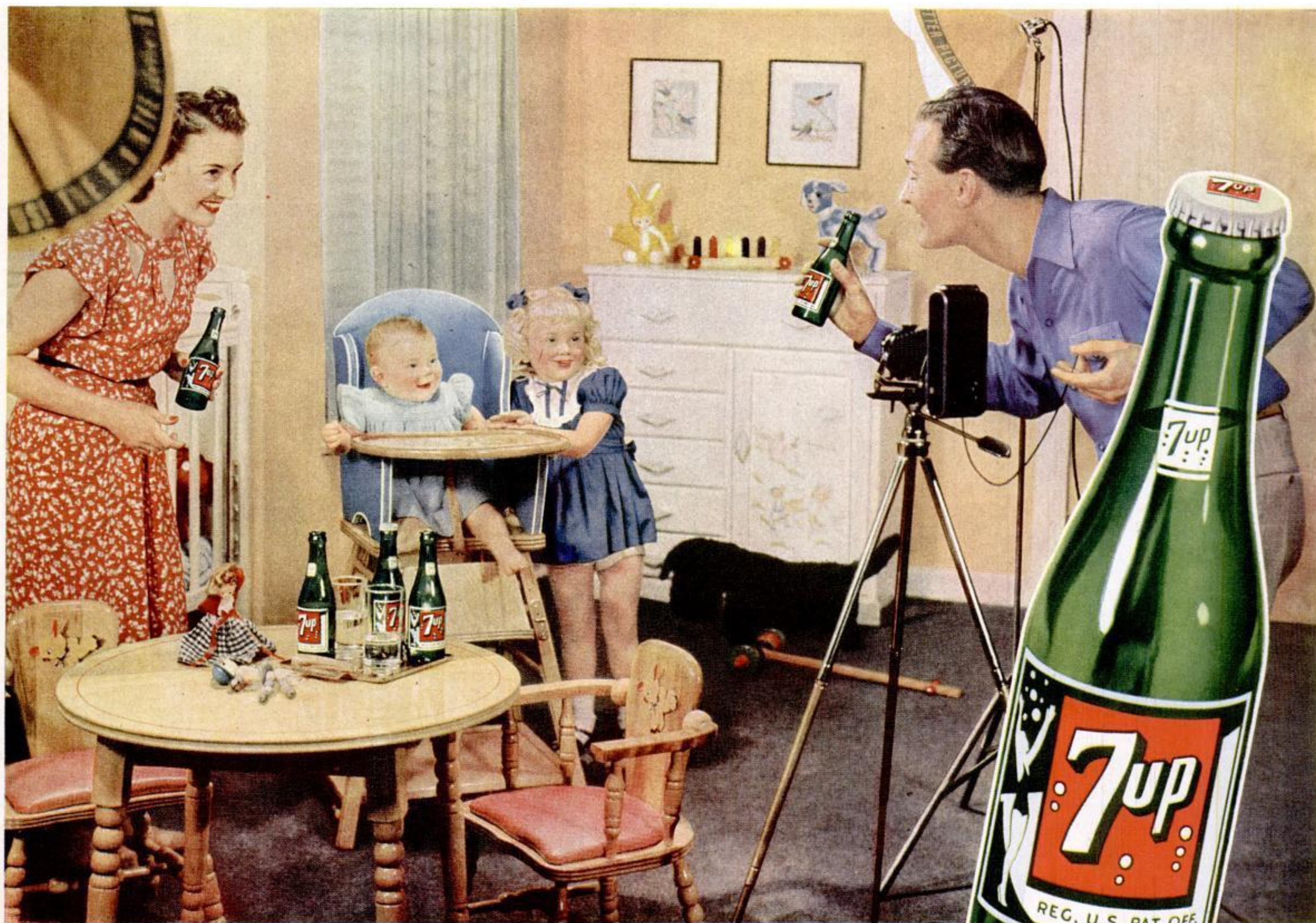
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Be a "fresh up" family. Discover how 7-Up . . . the *all-family* drink . . . adds enjoyment to family work and play. Order a case today where you see those famous 7-Up signs.



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YOU LIKE IT



IT LIKES YOU!



IN THE MOVIE Barbara Bel Geddes plays Mama's literary daughter Katrin, who won fame under name of Kathryn Forbes by writing about her mother.

NEW STAR: BARBARA BEL GEDDES



SELF-PORTRAIT, AGED 7

In 1939, when she was 16, Barbara Bel Geddes was a student at Putney, a progressive, coeducational private school in Vermont. Putney encourages its students to express themselves artistically. Barbara's self-expression took the form of acting the part of an old hag in J. M. Synge's play, *Riders to the Sea*, which the school dramatic group was putting on. After witnessing it the Putney drama teacher sent a note to Barbara's father, Designer Norman Bel Geddes, which stated sadly that his daughter had "no talent."

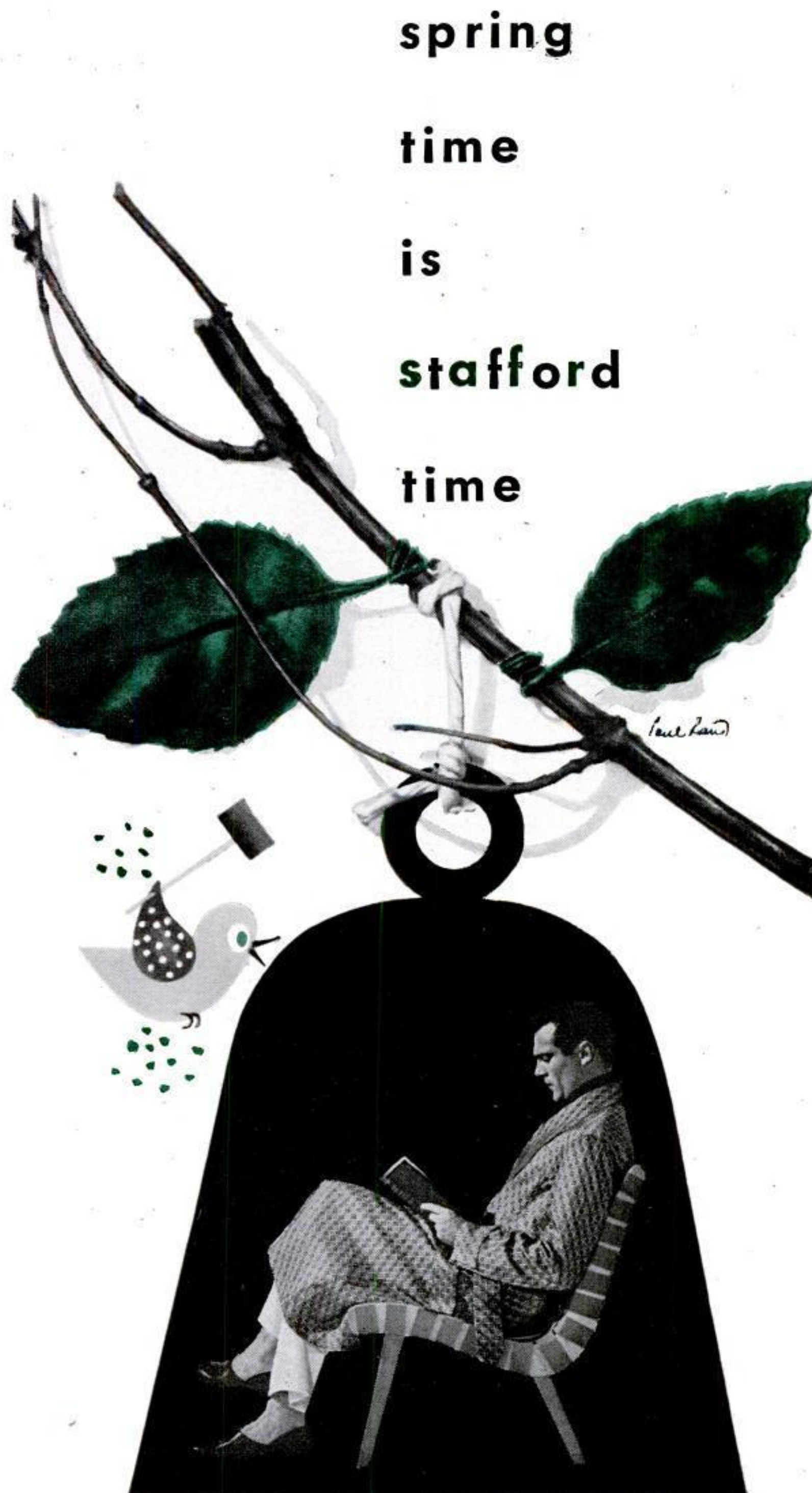
Barbara's low standing with the Putney faculty did not particularly disturb Father Bel Geddes, who has always considered his daughter's achievements, even her childish pencil sketches (left), to be indications

of considerable latent talent. Later that year, however, he was startled to receive another letter from the school stating that his daughter had been devoting more attention to the Putney boys than to her studies and that, all things considered, it would probably be best if Barbara and Putney were to part company.

Despite her inauspicious debut as an actress at Putney, Barbara was fired with the resolution to make the theater her career. She landed a job in summer stock. Such a "job" requires the employee to pay a small fee for the privilege of painting scenery and acting bit parts. At the time Barbara was still a pudgy adolescent and probably not worth having around on any other terms. Nevertheless, before long she wangled herself a part in a Broadway flop called *Out of the Frying Pan*, for which effort a few drama critics unconsciously corroborated the judgment of the Putney faculty by singling her out with especially unkind mention. This sort of thing does not discourage young actresses, however, even pudgy ones. Within a few years Barbara had elongated into a presentable leading-lady type and had racked up some useful experience with the USO shows.

Following her marriage in 1944 to an engineer named Carl Schreuer, Barbara (by now 22) got her big break. She was cast in a drama called *Deep Are the Roots*, which dealt with race relations in the South. Not only was the play a hit, but most of the drama critics decided that Barbara's acting was the best thing in it. This personal triumph naturally got her a number of Hollywood offers. Barbara finally accepted a tempting offer made by RKO, which had such a weak list of female players that she was able to start right out in leading roles, an unusual break for a movie newcomer. In two pictures, *The Long Night* (LIFE, Oct. 6) and *I Remember Mama*, her fresh blond charm has moved studio executives to self-congratulation for signing her up. "We've got a great property in that Bel Geddes," one of them said recently. "She's golden." After such compliments, Barbara, who swears like a trooper if necessary, grows almost girlish. "I think that's awfully cute," she says.

CONTINUED ON NEXT PAGE



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a beautiful reason...for wearing a magnificent
Stafford® Robe. Designed with dash...tailored with tenderness...
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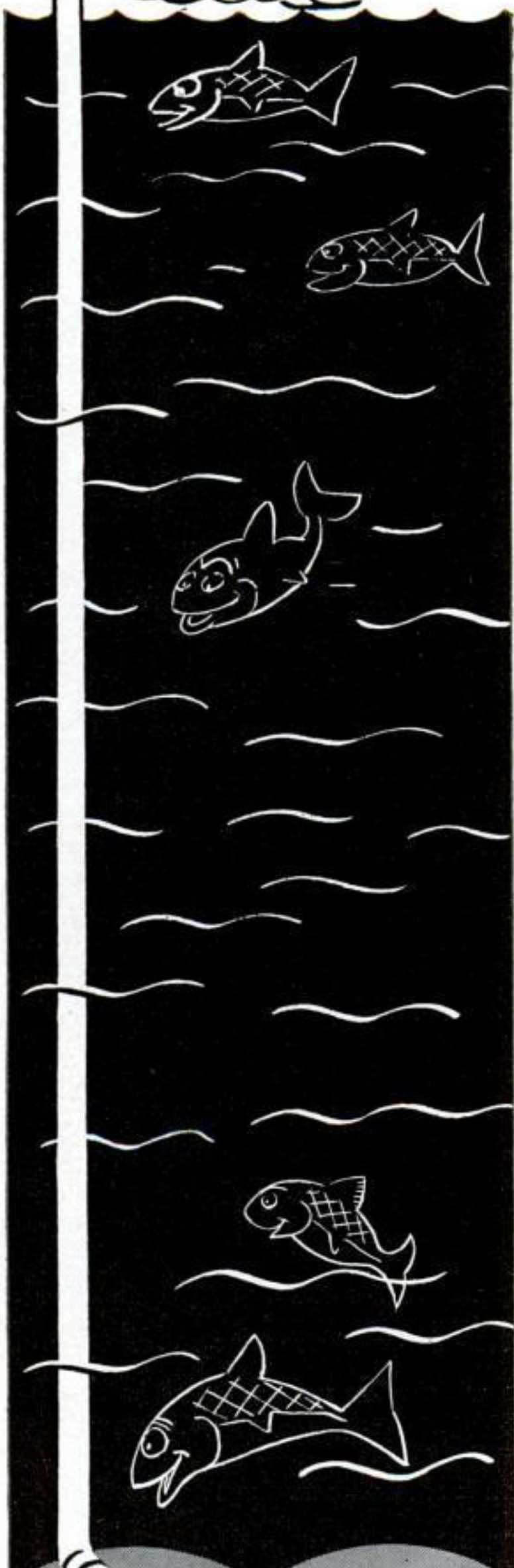
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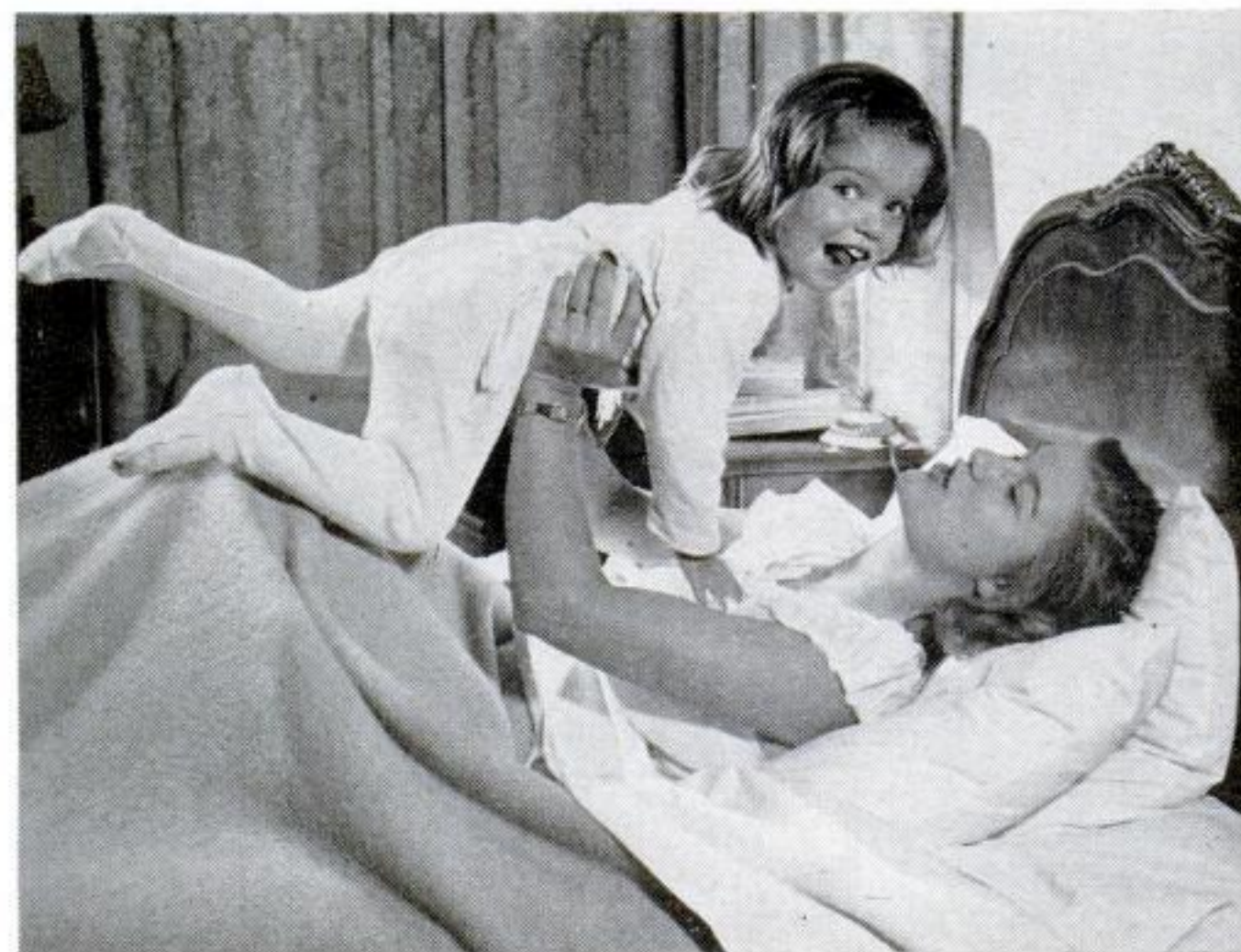
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Telephone Directory



"DEEP ARE THE ROOTS," in 1945, was Barbara's first Broadway hit. She played a well-born Southern girl in love with a Negro veteran (Gordon Heath).



"THE LONG NIGHT," her first film, presented Barbara as a naive orphan whose sweetheart, a factory worker (Henry Fonda), commits a murder for her.



AT HOME Miss Bel Geddes plays with daughter, Susan Schreuer, aged 3. Husband Carl, also a theater lover, will soon produce a play, *Rats of Norway*.

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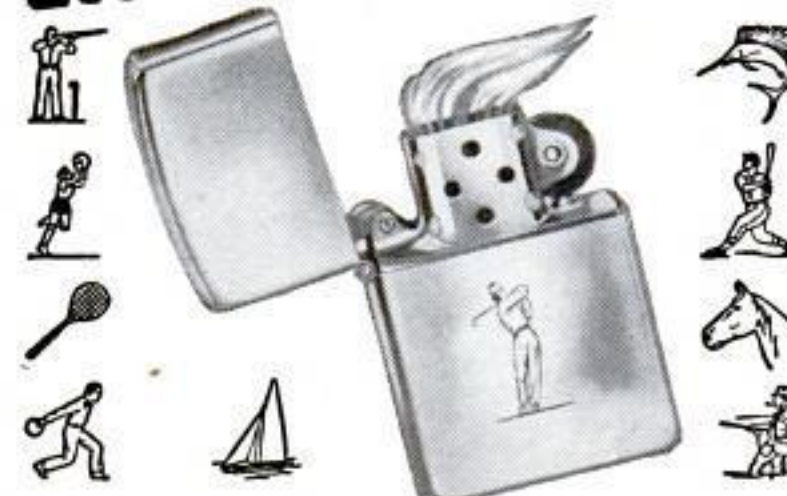


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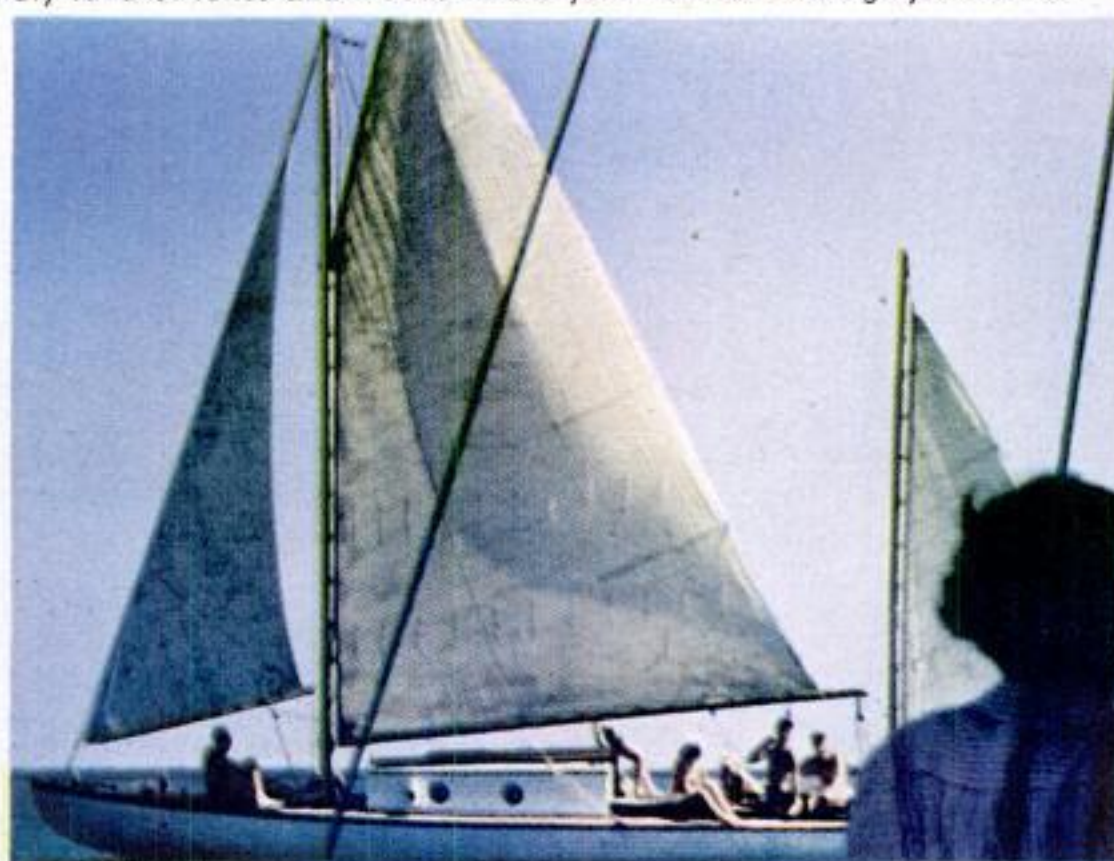
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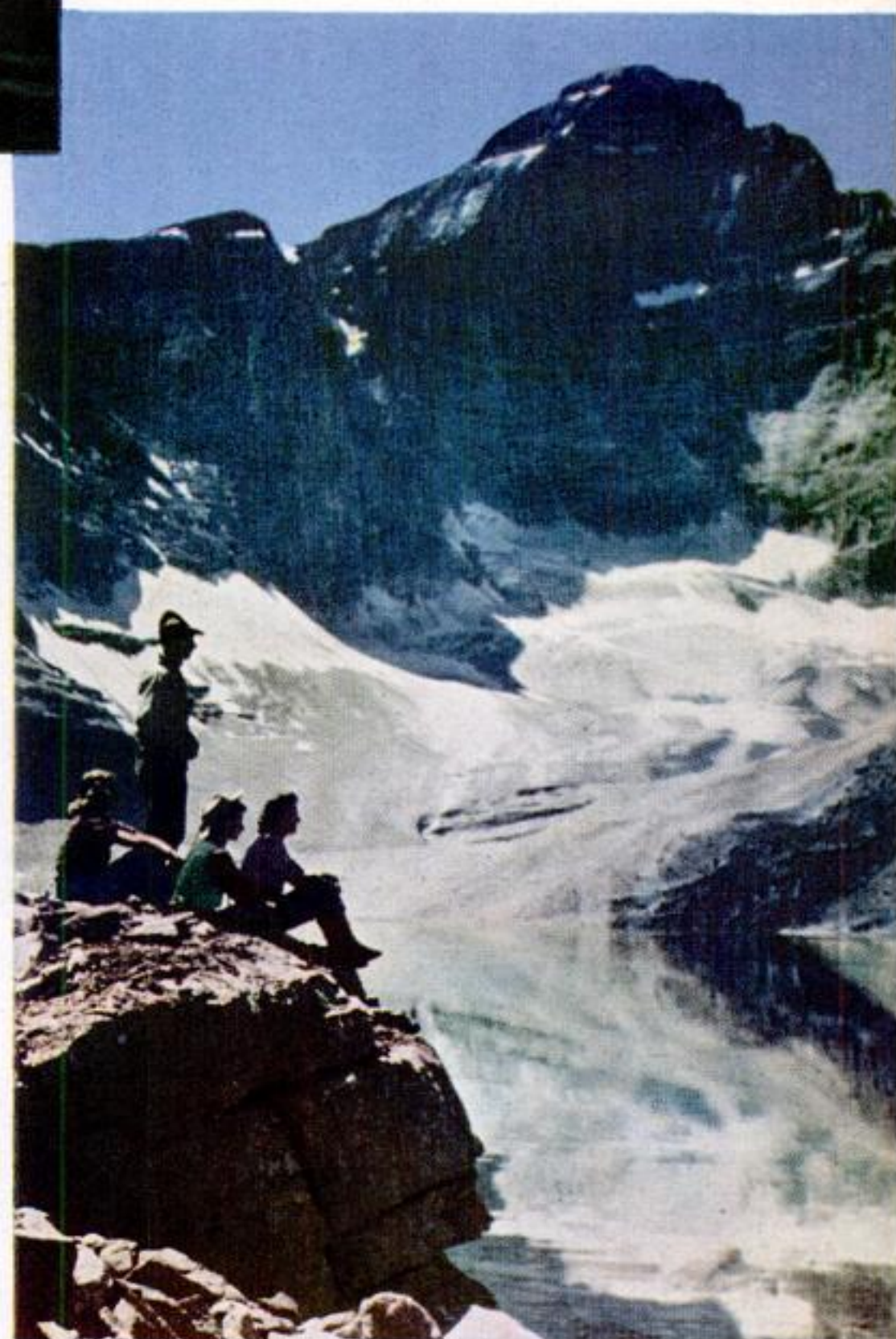
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ON MARCH 7 GENERAL CHARLES DE GAULLE, SPEAKING FROM WHITE STAND (CENTER) IN FRONT OF CHATEAU DE COMPIEGNE, ASKS FRENCH TO BRING HIM TO POWER



ONETIME PROLETARIAN WRITER ANDRE MALRAUX IS ONLY ADVISER WHO DARES TALK BACK TO DE GAULLE

THE DE GAULLE MOVEMENT

The Reunion of the French People is ready to meet the Red challenge

The future of France—as well as of Italy—may be decided on April 18. On that day Italians will vote for or against Communism. On that same day at Marseille, and not by coincidence, General Charles de Gaulle will again summon the French people to resist the Reds and rally to the Cross of Lorraine.

De Gaulle, who smartly rejected a premature opportunity to hold power during the dreary, hungry winter months, made it clear in the Compiègne speech (*opposite*) that his “nonpolitical” Reunion of the French People is now ready to answer the call. If Communist disorders shake France in the

wake of the Italian vote, the call may come quickly.

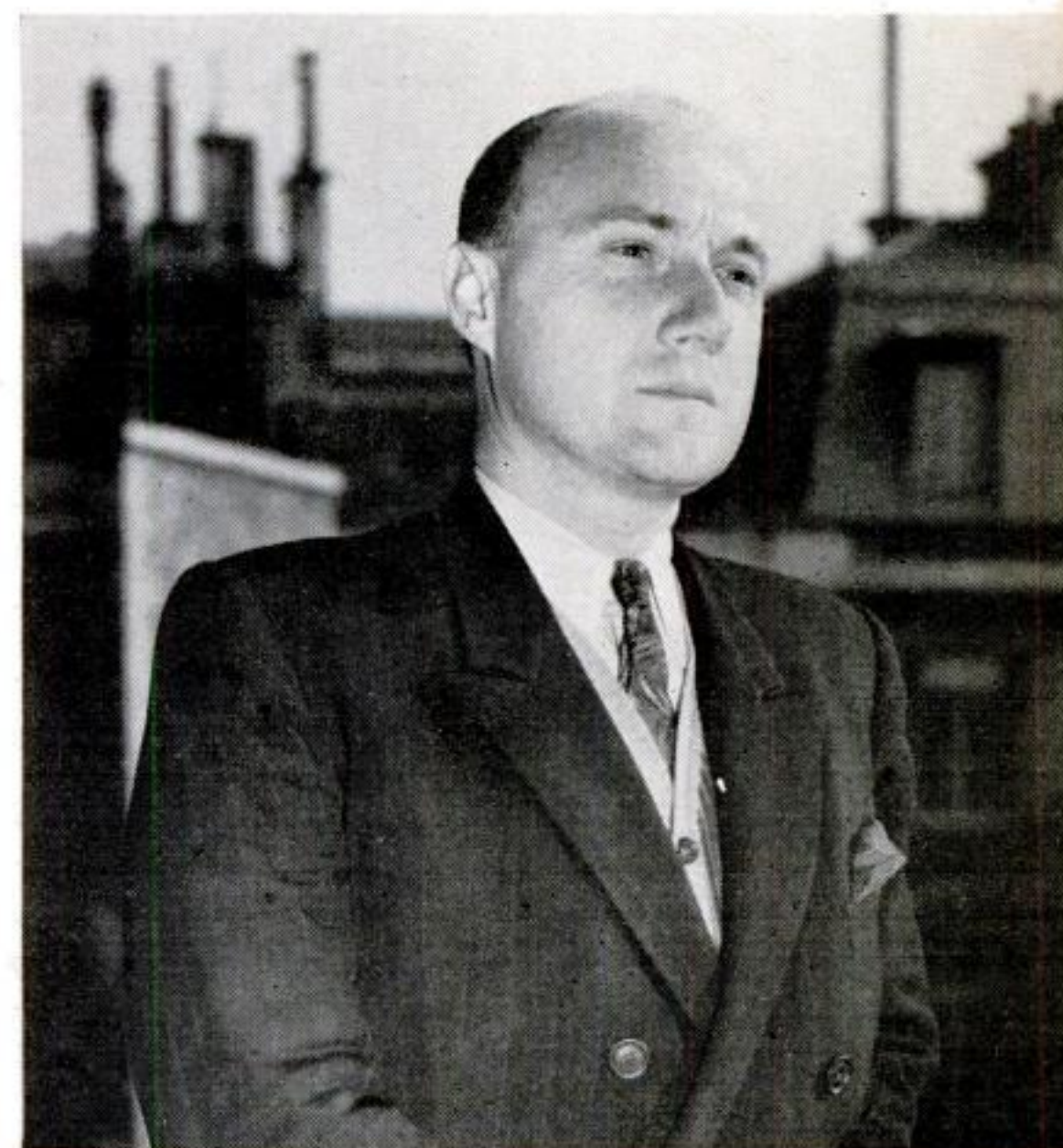
If it does (and no one knows definitely whether General de Gaulle is following a campaign timetable), the men shown on these pages will help the general rule France. The greatest influence may be wielded by André Malraux (*above*), the reformed Marxist novelist who is now De Gaulle’s closest adviser. Certainly the administrative details will be in the hands of Jacques Soustelle (*upper right*), another former left-winger. But De Gaulle would run the show, and to the U.S.—which has had its troubles with De Gaulle in the past—he could well be a welcome ally against European Communism.



ADMINISTRATOR of the R.P.F. and probable minister of the interior under De Gaulle is Jacques Soustelle, who does not argue but executes general’s orders.



MAYOR OF PARIS Pierre de Gaulle (*above, left*), the general’s brother, came to office last fall. He leads the Paris R.P.F., which won a majority in October 1947.



MAN OF MYSTERY in the De Gaulle movement is “Colonel Rémy,” resistance hero whose real name is Gilbert Renault. He is on R.P.F. executive committee.



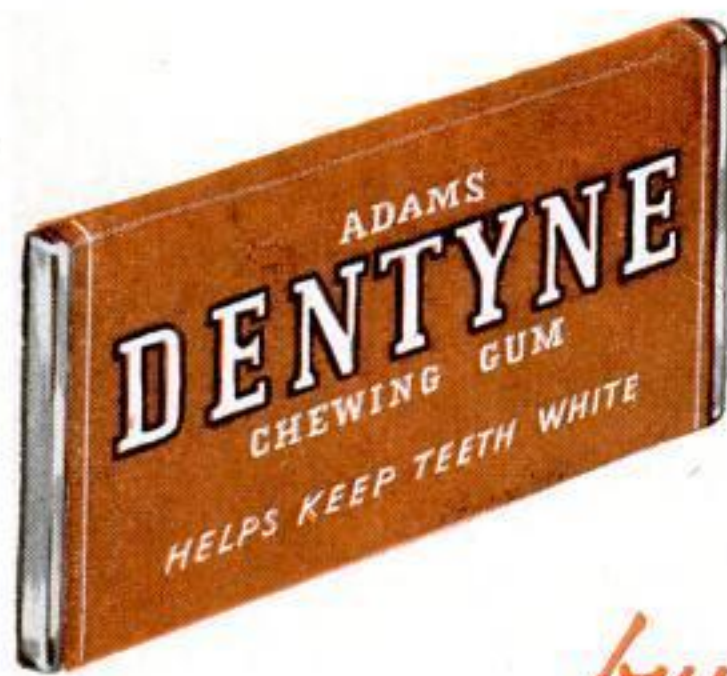
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De Gaulle Movement CONTINUED



FROM WINDOW in the Hôtel de Ville in Compiègne, De Gaulle waves to followers who gathered outside and chanted, "*Au balcon*," until he appeared.



CAMPAIGNER De Gaulle towers above the admiring children and shakes hands with supporters during March 7 rally at the armistice site of Compiègne.

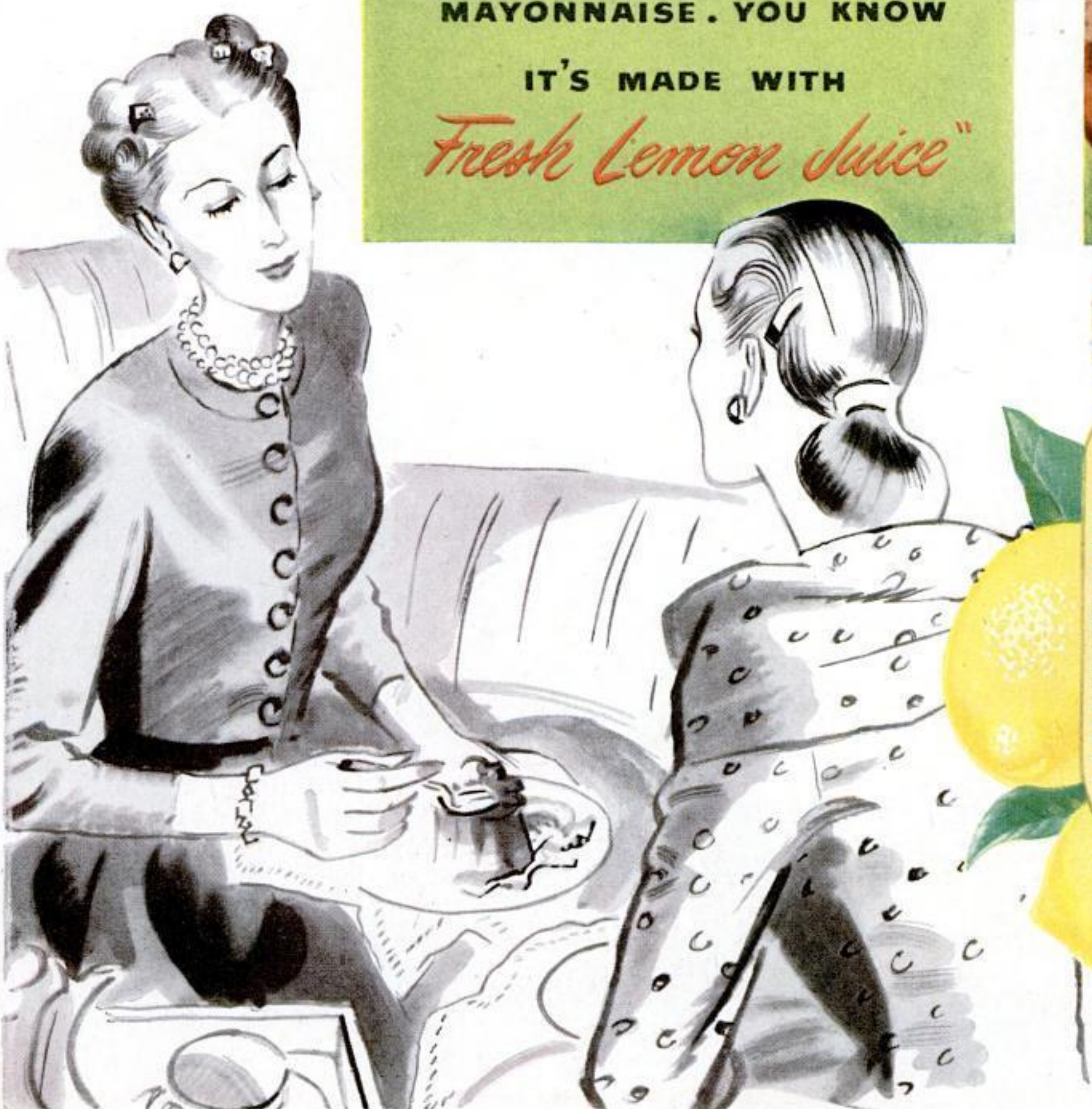
In homes of distinction
one mayonnaise is preferred

SALMON SALAD MOLDS ON TOMATOES

Drain 1-lb. can salmon, bone and flake it. Toss lightly with 1 c. chopped celery. Add $\frac{1}{4}$ c. sweet pickle juice, salt and pepper. Pack into 5 custard cups. Unmold each on peeled tomato half. Arrange on crisp lettuce, garnish each serving with Kraft Mayonnaise and a stuffed olive cut petal fashion.

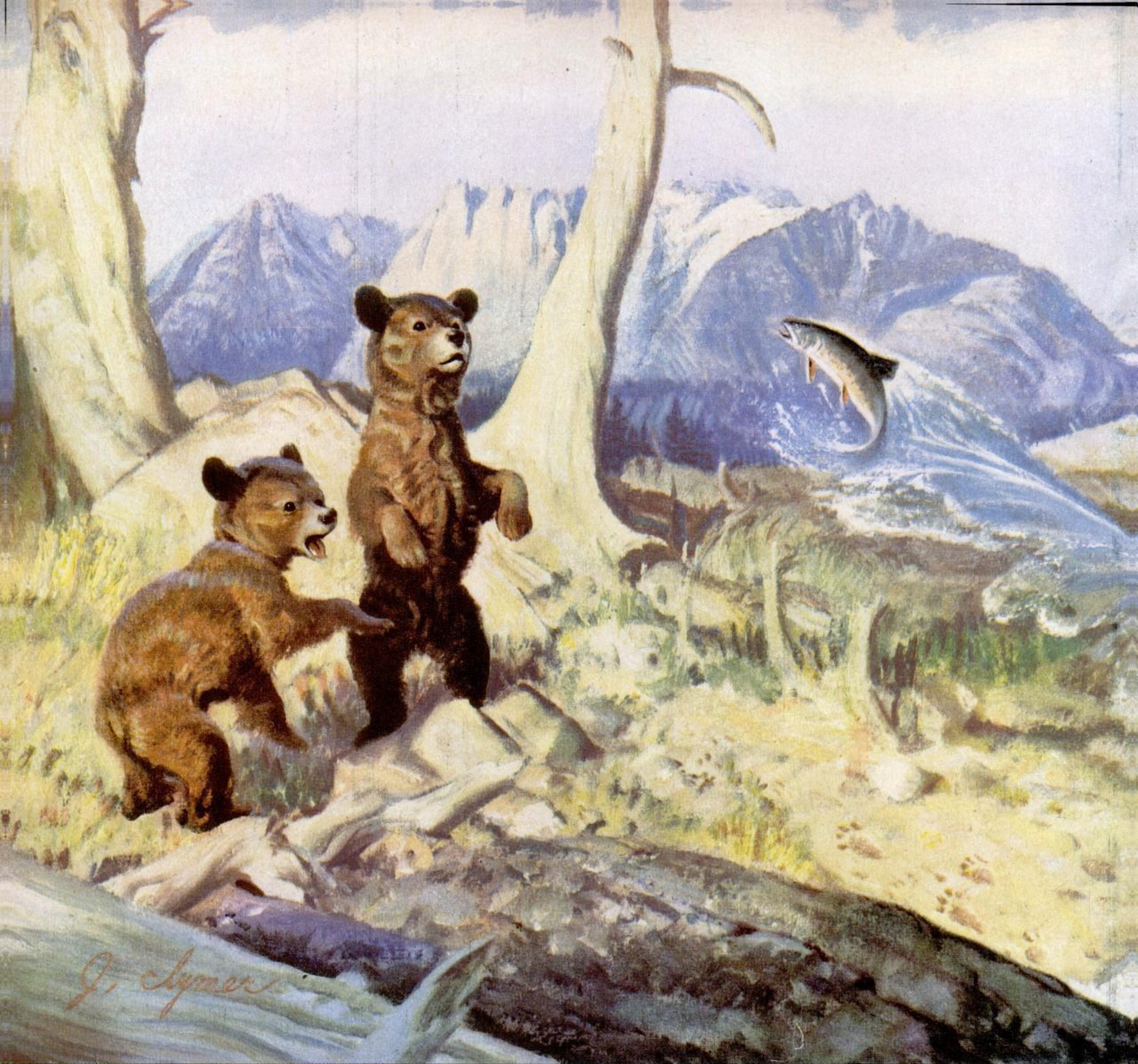


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KRAFT
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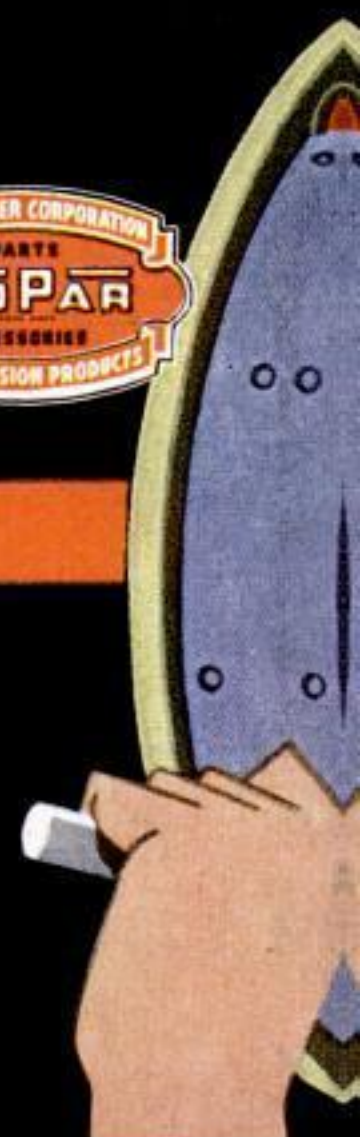


We aim to take care of our own...



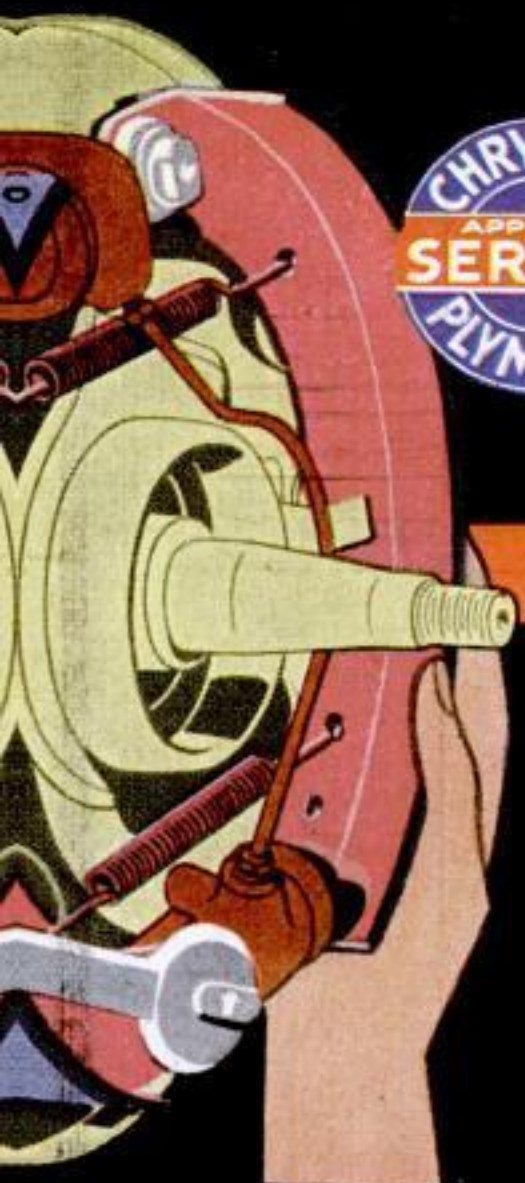
...the way any proud parent does. We see to it that Chrysler service for your beautiful Chrysler becomes one of the real satisfactions in owning one. Wherever you live, you're pretty sure to find that your Chrysler dealer stands out for his service facilities. He trains good men to take as much pride in servicing your car as we do in building

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WHEN HUSBAND JIM . . . actually began teasing me about my dull, stringy, wayward hair . . . I decided to *do* something about it. But, no matter how patiently I tried, I was still unhappy with the results. I almost gave up hope . . .



FINALLY I POCKETED MY PRIDE . . . and asked the new bride next door the secret of her lovely hair; always so gleaming and well-groomed. "It's simple," she said. "My hairdresser, who is really the smartest hairdresser in town, advised me to use Lustre-Creme Shampoo. It's *not* a soap, *not* a liquid, but a wonderful rich-lathering *cream* shampoo, created by Kay Daumit, to put new magic into your comb and brush; bring out natural but often hidden hair beauty."

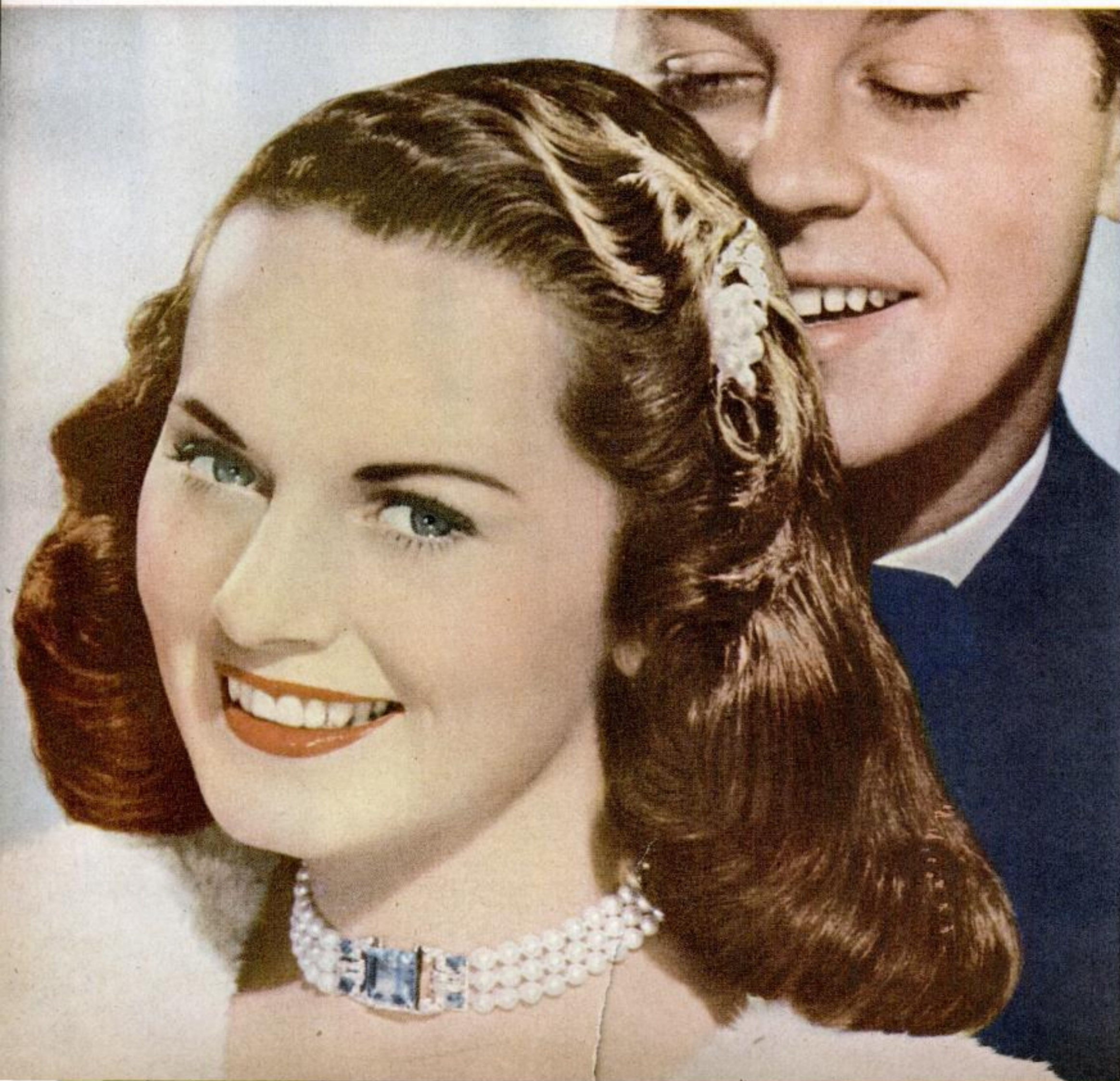


WELL, I'M A MISSOURI GIRL . . . and I have to be shown. That night Jim peeked in while I washed my hair with Lustre-Creme. In a matter of minutes I found that Lustre-Creme Shampoo gives hair three-way loveliness: (1) makes it fragrantly clean, free of dust and loose dandruff; (2) highlights every strand with a lovely glistening sheen; (3) leaves your hair soft, pliable, easy to manage, thanks to Lustre-Creme's rare blend of secret ingredients, plus *gentle lanolin*, akin to the natural oils in a healthy scalp.

He used to call me "Scatter-Locks"

... now I'm his "LUSTRE-CREME" Dream Girl

NOW JIM CALLS ME . . . Dream Girl . . . his lovely Lustre-Creme Girl. He loves to rub his cheek against my sparkling, silky hair; now so soft and easy to do. Yes, there seems to be a new "shine" on my wedding ring, too, now my hair is so Lustre-Creme-lovely. Jim, wise man, also uses Lustre-Creme Shampoo with its blend of secret ingredients, plus GENTLE LANOLIN, to keep his own hair clean, glossy and well-groomed.



YOU, TOO . . . can have soft, glamorous Dream Girl hair with Lustre-Creme Shampoo. Lathers lavishly in hard or soft water. (*No special rinse needed.*) A single Lustre-Creme shampoo will amaze you with its "three-way loveliness" results. Your hair is sweetly clean; gorgeous in its sheen; soft, easy to manage; lovely to caress. Try it! Now Lustre-Creme comes in tubes as well as in jars . . . for home and travel use, convenient for all members of the family. 4 oz. jar, \$1.00. Smaller sizes in jars or tubes . . . 49¢ and 25¢. At all cosmetic counters.

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STERN AND WELL-DISCIPLINED, GERMAN POLICEWOMEN EVA HEISLER AND HELGA KRUGER START OUT ON A BEAT THROUGH THE CRIME-RIDDEN RUINS OF BERLIN

BERLIN POLICEWOMEN

**They check on black marketeers
and round up child delinquents**

Ever since Berlin fell three years ago it has been a fertile breeding ground for crime. The bombed-out houses make ideal hideaways. The dimly lit streets lend themselves well to young delinquents and teen-age prostitutes. Cellar nightclubs have become convenient meeting places for black-market operators. To make matters even worse Berlin suffers from a shortage of young men who would ordinarily have chosen police work as a career.

To help solve the problem Berlin is appointing women to its regular police force for the first time in its history. Given rugged training (pp. 79-80), the policewomen have proved adept at dealing with juvenile problems (p. 76) and have won the respect of most Berliners. The women themselves enjoy the work, some because of the pay, but most, like Eva Heisler and Helga Kruger (above), because a policewoman gets a No. 1 food-ration card.



ON NIGHT DUTY Eva and Helga descend on a Berlin nightclub, a customary hangout for black marketeers, dope peddlers and other illegal operators.



TEEN-AGE BOYS smoking American cigarettes they got on the black market are challenged by policewomen, asked to show work cards, identity papers.



PARTY GIRLS standing at the bar are frisked for concealed packages of cocaine. One of policewomen's jobs is to keep girls under 18 out of the nightclubs.

CONTINUED ON PAGE 79

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Cocktails
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No wonder this great artist says, "A Wurlitzer gives you everything I put into my songs." If your favorite refreshment center does not have a new Wurlitzer, give the proprietor the coupon below. Tell him to mail it to us—or to contact a Wurlitzer Music Merchant listed under Phonographs (Coin-Operated) in the Classified Telephone Directory.

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Watering the garden bucket by bucket is similar to the "batch method" long used in making grease. Manufacturers "built" their greases in individual batches—and cooled them in pans or kettles. Some batches jelled well . . . some didn't. There was always room for error.

Now Shell scientists have taken luck and the unpredictable human element out of grease-making. They have built a "continuous flow" grease plant . . . something like watering the garden with a hose or irrigation ditches, instead of hit or miss with a bucket. And they added a Shell "original"—an automatic cooling unit.

It's a continuously flowing, mechanically controlled process in the new Shell plant . . . all enclosed in assembly line units . . . all watched over by automatic regulators. And as the hot grease flows into the all-important cooler, other automatic devices take over to let the temperature down exactly and evenly—degree by degree. So each and every pound is exactly the same quality.

Result: Shell greases that are cleaner and definitely *uniform* in quality—free from luck, free from human error. Greases you can depend upon to give finer lubrication to your automobile or airplane, and to the speeding machines of factories.

The new grease plant is only one achievement by which Shell demonstrates leadership in the petroleum industry, and in petroleum products. Wherever you see the Shell name and trade mark, Shell Research is your guarantee of quality.

Out of leadership in Research ... Shell X-100 Motor Oil

You get a share of the advancing knowledge of Shell scientists when you have your crankcase refilled with Shell X-100 Motor Oil.



*Horizons widen
through
Shell Research*

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AT THE POLICE SCHOOL a former stenotypist takes her turn on pistol range. Chief Inspector Hans Wichard (left) is oldtime Prussian police officer.



TRAFFIC PROBLEM is demonstrated on a scale model at the school. Policewomen, however, are only permitted to assist male cops in directing traffic.



BICYCLE ACCIDENT is one of the practical problems girls are taught to deal with at school. Others include detecting phony blind men, forged papers.

CONTINUED ON NEXT PAGE



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Squinting gives you wrinkles. For beauty's sake, see your optometrist or oculist for sun glasses ground to your prescription with the NU-LOOK frames.

Now! Send 10c for 24-page booklet of original hair styles created for Century by leading coiffeur experts . . . for women of all ages who wear glasses.

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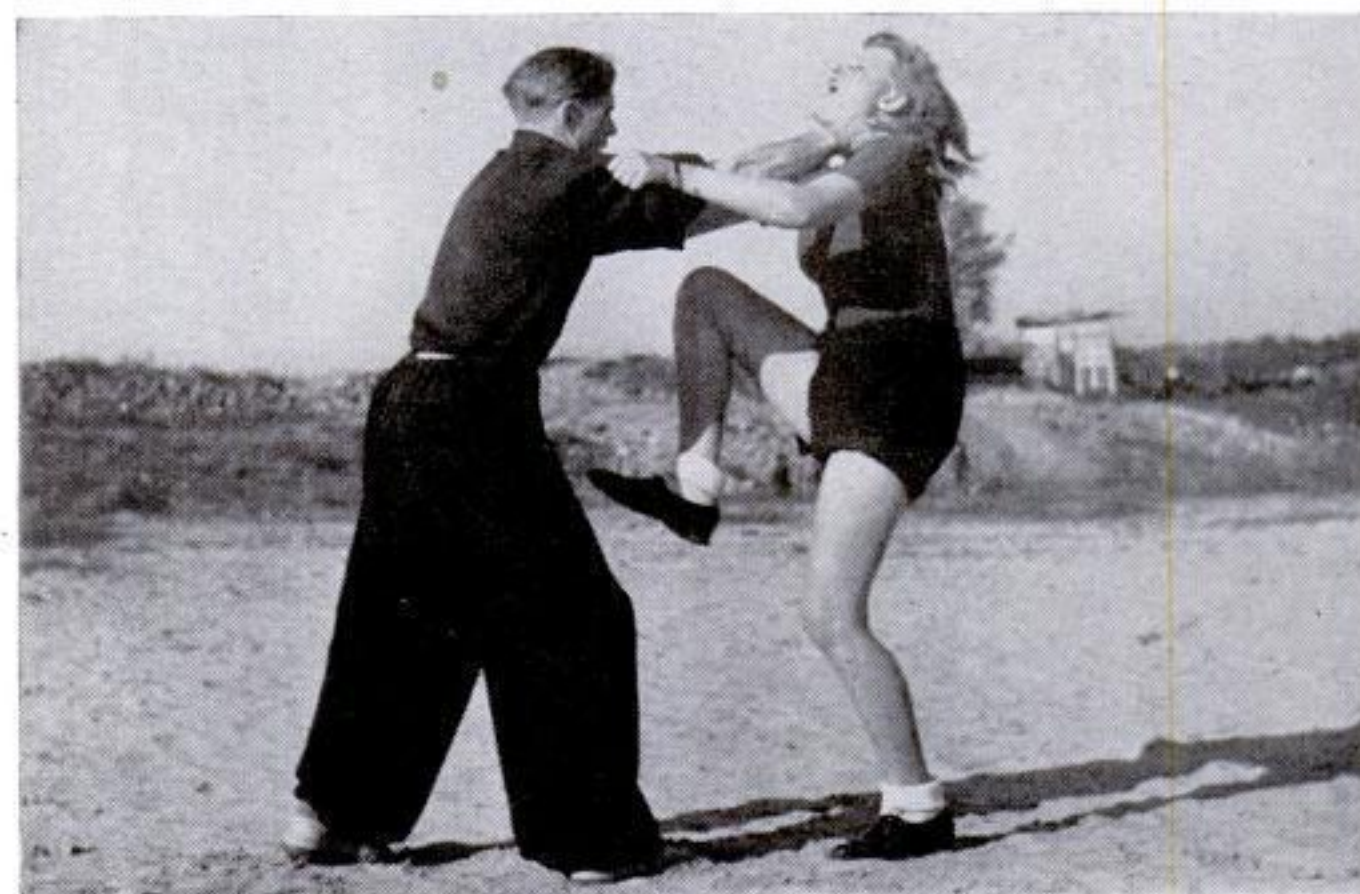
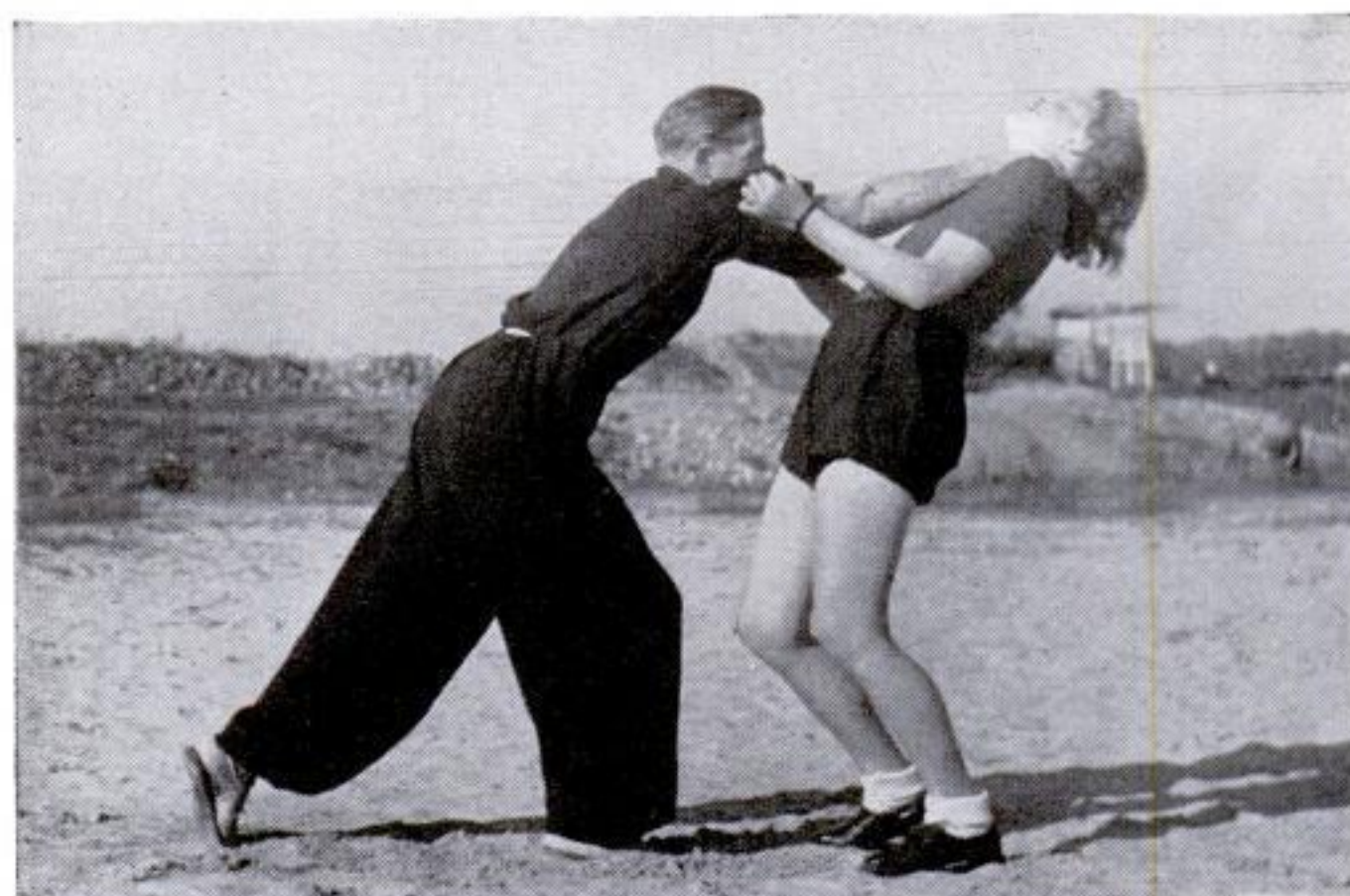
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"Allo-Ette" in Satin. This
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fabrics, \$1.75 up; with 6-inch band, \$3.50 up.



*"There is a Maiden Form for Every Type of Figure!"

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Berlin Policewomen CONTINUED



JUDO PRACTICE is a part of policewomen's regular training. In sequence above, Eva Heisler demonstrates the standard jujitsu trick of grabbing an attacker (School Instructor Max Hoppe) and giving him a rugged flip over her head. Good at this sort of work, Eva stands a sturdy 5 feet 8 inches, weighs 142.

Served in the Connecticut Home of
Miss Gladys Swarthout
and her husband
Mr. Frank Chapman



HOLIDAY for MISS SWARTHOUT, and You

WHETHER it's MISS GLADYS SWARTHOUT, relaxing in her sunlit music room after a strenuous operatic role—or you, at leisure in your favorite easy chair, you'll find Pabst Blue Ribbon always a pleasant, friendly companion.

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By tasting, by comparing, you will understand why millions the world over have settled down to the *real beer* enjoyment and satisfaction that come with blended, splendid Pabst Blue Ribbon.

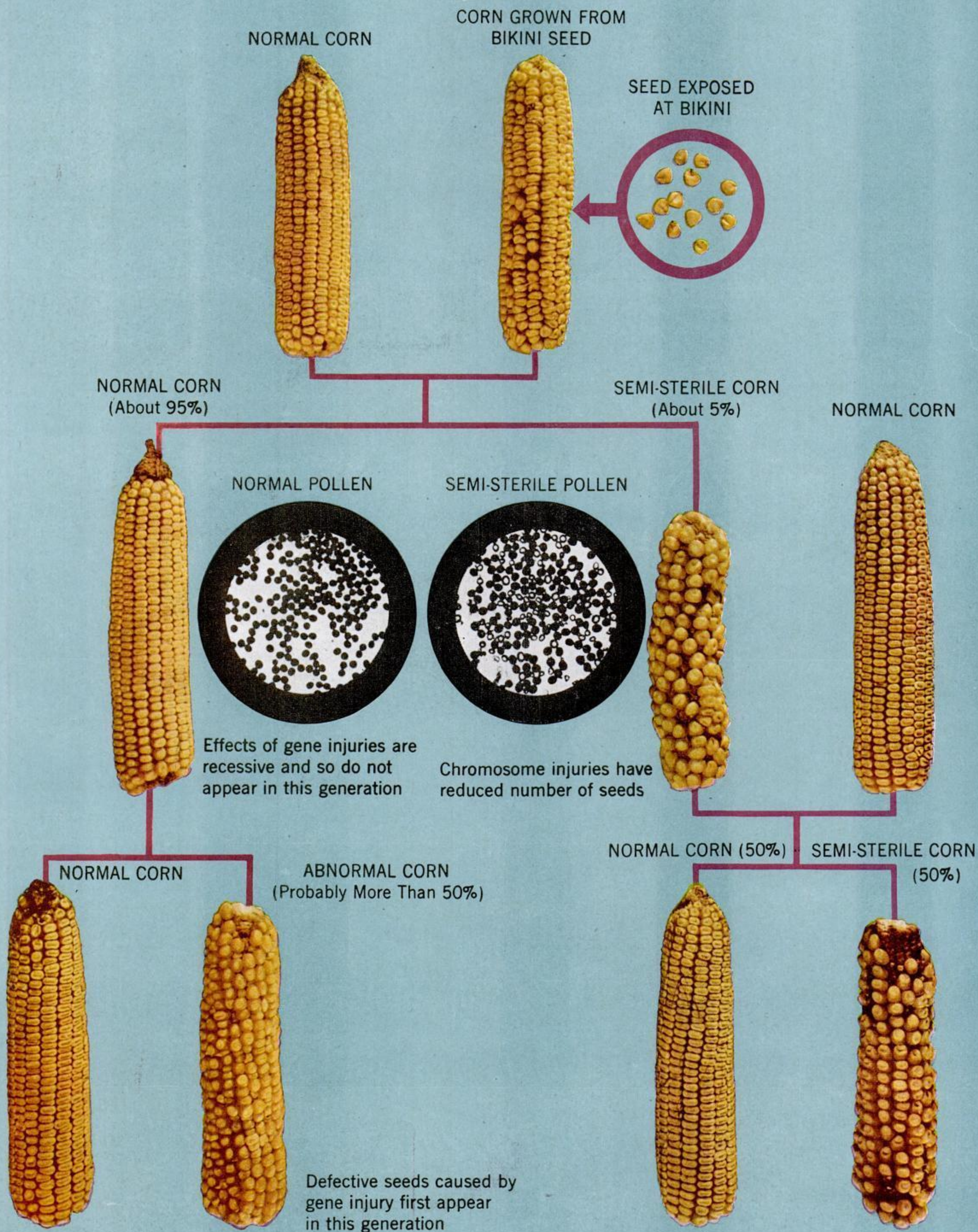
Pabst
Blue Ribbon

Copy. 1948, Pabst Brewing Company, Milwaukee, Wisc.



33 FINE BREWS BLENDED INTO ONE GREAT BEER

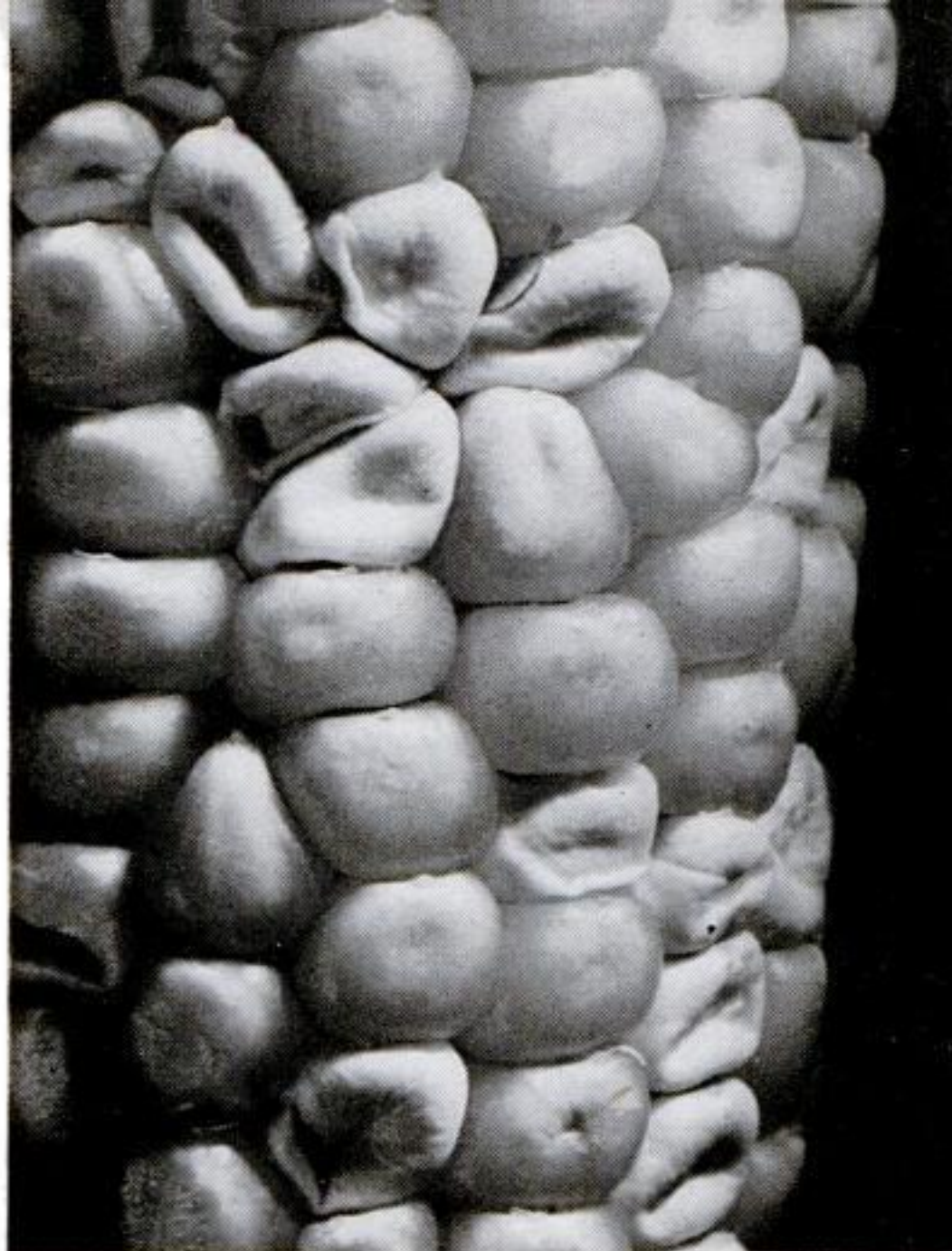
Pabst, Blue Ribbon, and the representation of a blue ribbon, are the registered trademarks of Pabst Brewing Co.



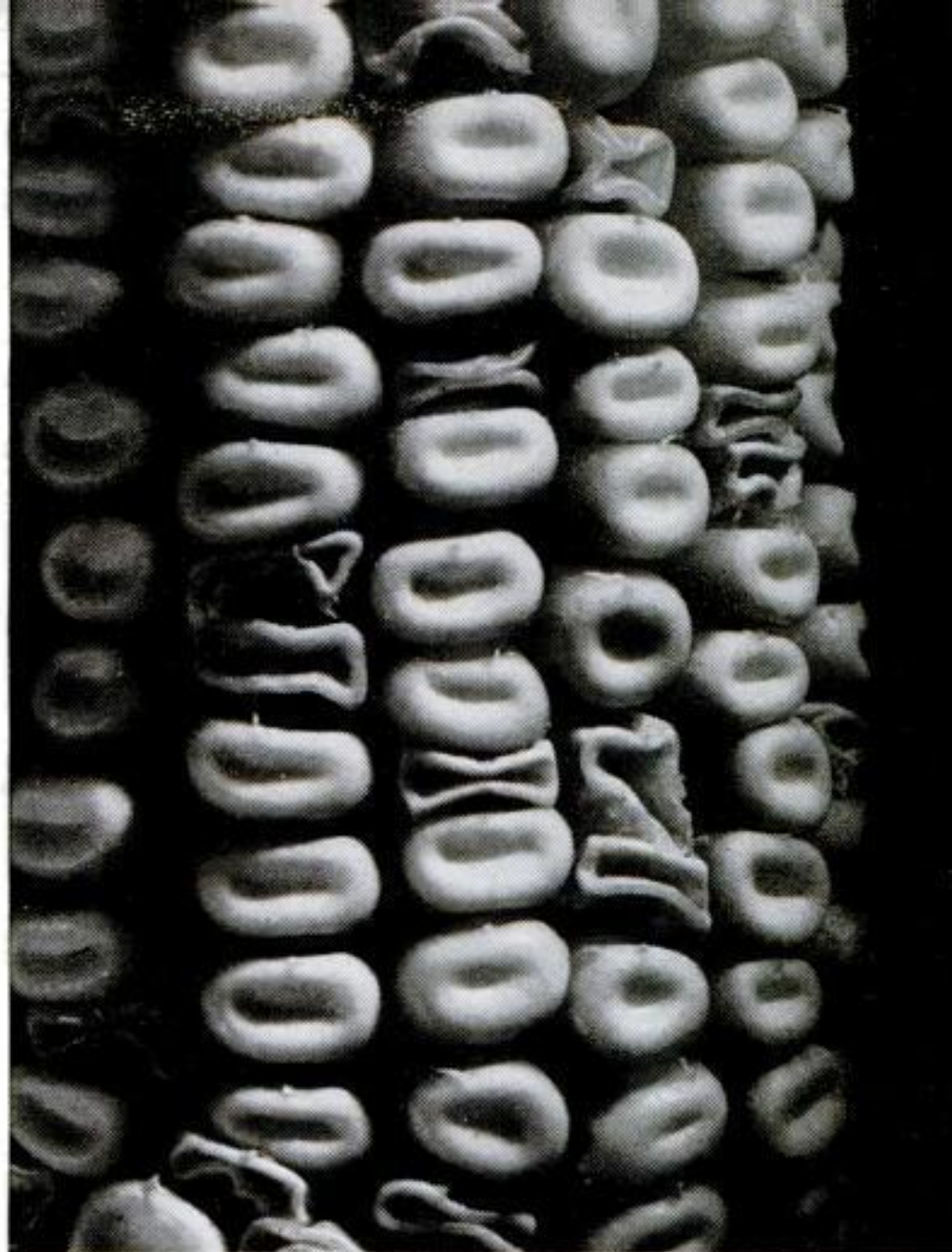
THE EFFECTS OF ATOMIC RADIATION are illustrated by the family tree above. Corn (top right), grown from seed exposed when the above-water atomic bomb was set off at Bikini, was crossed with normal corn (top left). This crossing resulted in about 95% normal-looking ears

and 5% semi-sterile ears (the sterile pollen grains, shown under a microscope at center right, have clear cores). The high percentage of normal-looking corn in this first generation is deceptive, because the effects of gene injuries are recessive and do not become fully apparent until

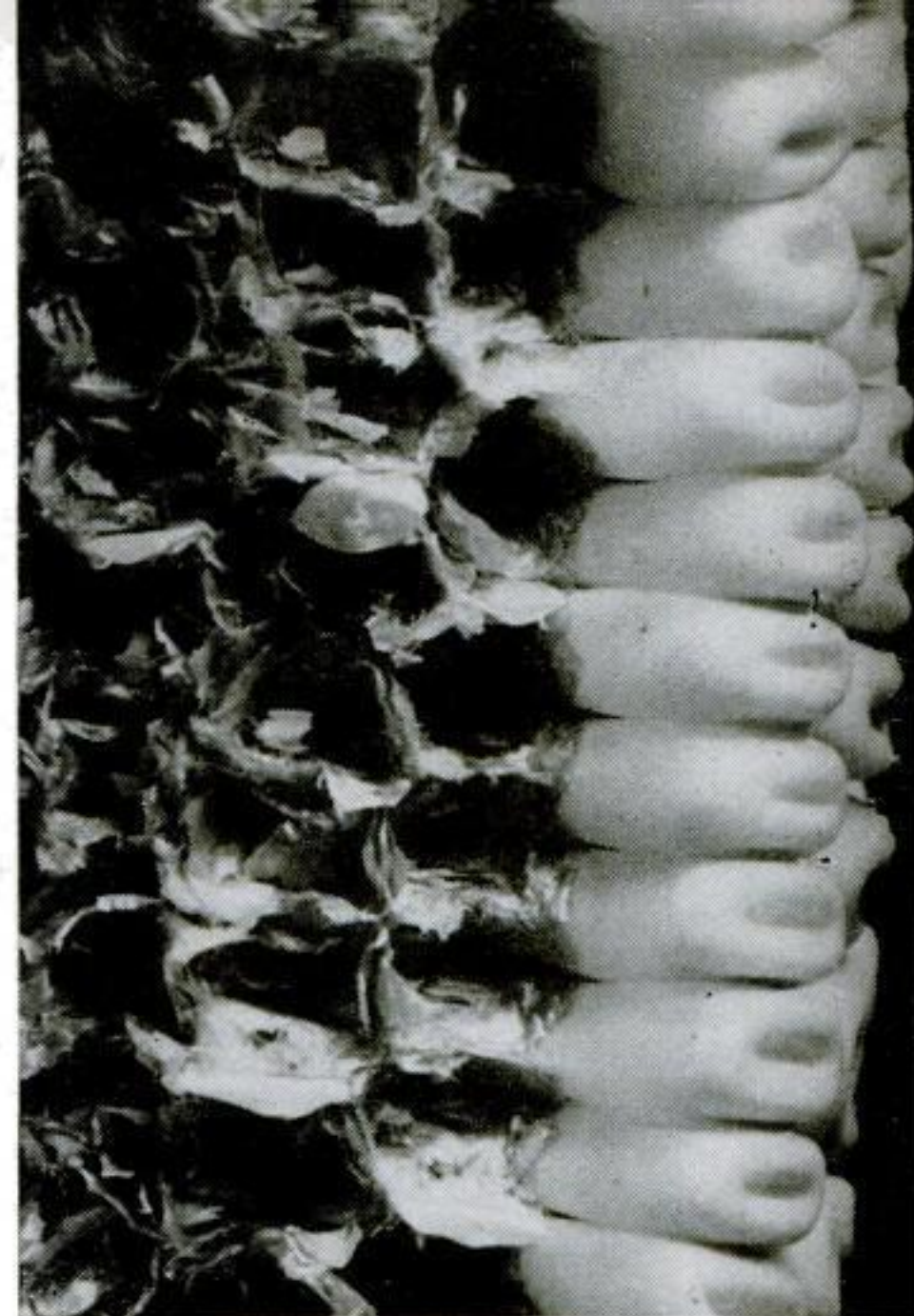
the second and third generations. When self-pollinated, the normal-appearing corn produced at least 50% ears with abnormal seeds. Its semi-sterile "brother" (center right), even when crossed with normal corn, also produced half of its "offspring" with missing and semi-sterile seeds.



MALFORMED SEEDS appeared in more than 25% of the ears grown from the self-pollinated, normal-appearing corn.



SHRIVELED SEEDS were also caused by gene defects. In humans comparable gene defects might produce cripples



MISSING SEEDS were result of abortions which occurred in the second-generation corn.

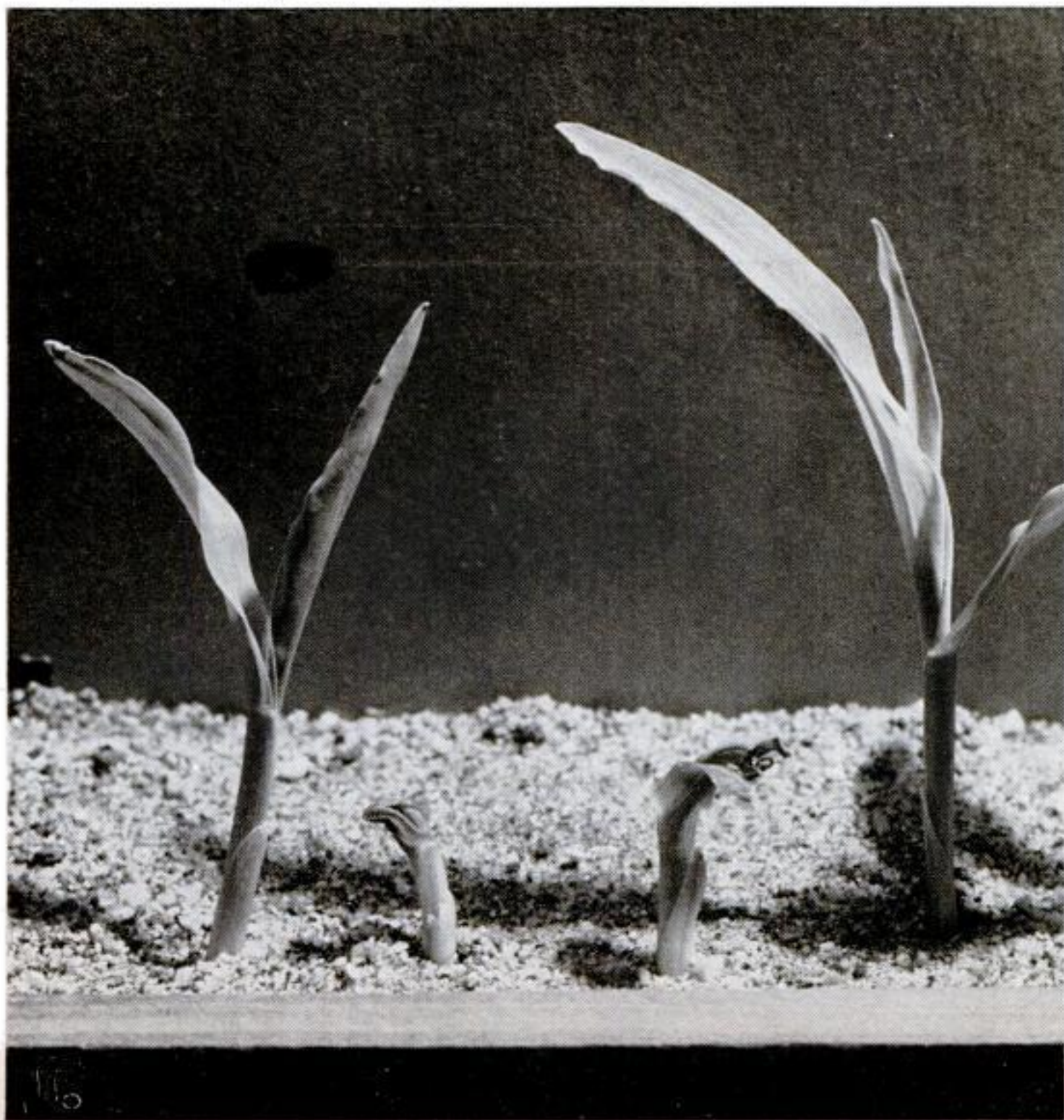
HOW ATOMIC BOMB MAY AFFECT POSTERITY

Corn tests indicate that radiation produces abnormalities which may plague human race for centuries

One of the most alarming aspects of atomic warfare is the theory that hereditary defects induced by radioactivity may be transmitted from one generation to another. Last week, although there has not yet been time to observe the effect on humans, laboratory confirmation of the theory was presented to the Atomic Energy Commission by the California Institute of Technology in collaboration with the Navy and Department of Agriculture. The laboratory evidence, based on tests with corn exposed to radiation when the above-water atomic bomb was set off at Bikini in July 1946, was definitely frightening. More than half of the "offspring" of exposed corn showed abnormalities (*chart opposite*).

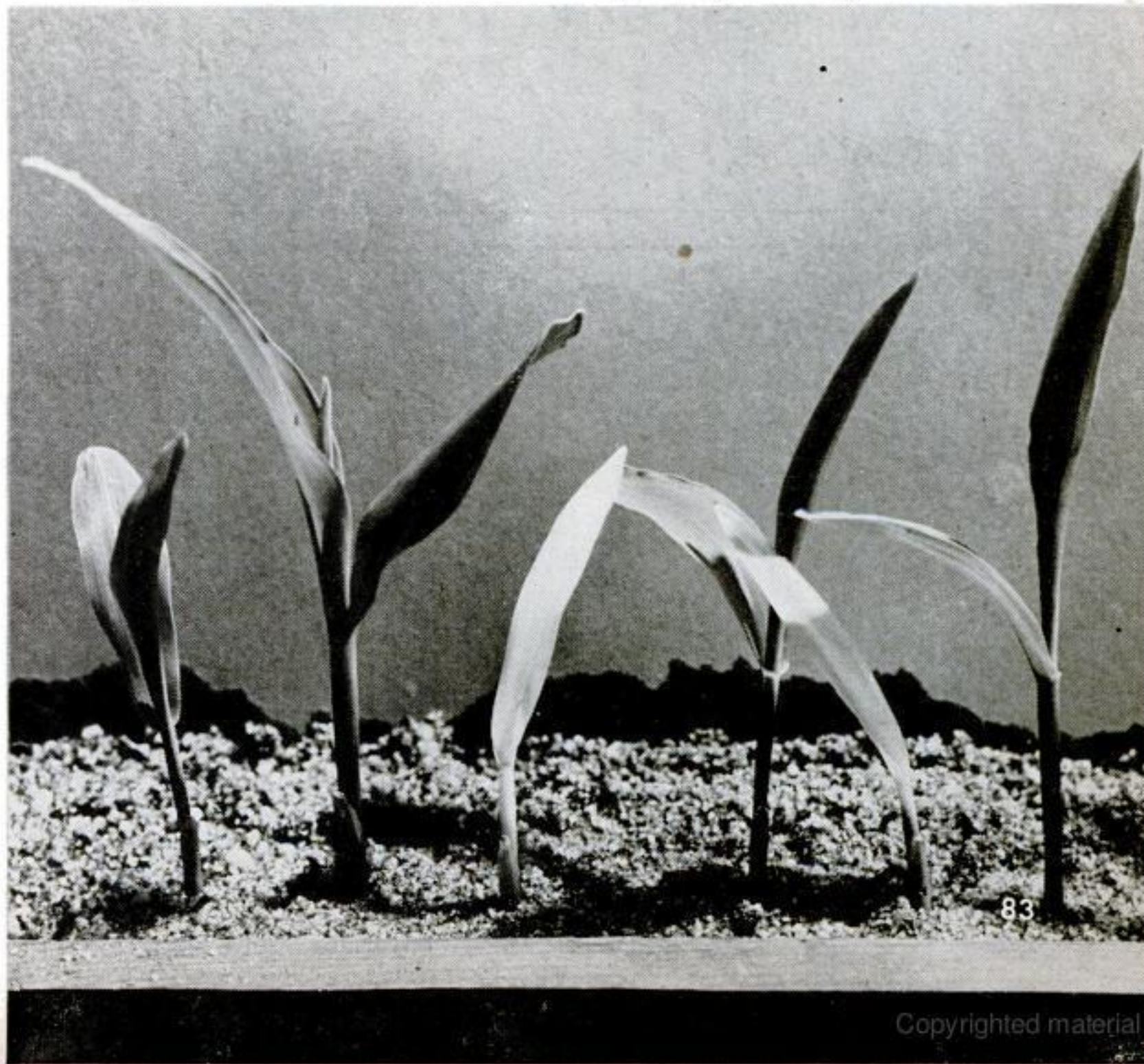
Purpose of the tests was to determine the effect of atomic radiation on genes and chromosomes, the parts of living cells which control hereditary characteristics (*LIFE*, March 17, 1947). The first seedling plants from Bikini-exposed seeds produced a normal yield of corn. In the next generation plants showing chromosome abnormality were crossed with normal plants to study the chromosome injuries. Some of the "brother" plants with normal chromosomes were self-pollinated in order to detect gene injuries and to simulate the mating of two persons carrying the same mutated genes. Wherever genes were affected, abnormality showed in seedlings (*below*) and kernels (*above*).

DWARF SEEDLINGS, shown below between two normal-sized seedlings, were among freak offspring that were grown from self-pollinated, first-generation corn.



But can the corn tests be applied to humans? With some qualifications, the Cal Tech geneticists and many other noted biologists say yes. Past studies have tended to prove that genes and chromosomes of all living things react much the same, whether in men, mice or maize. "We cannot get comparable information on humans at this time," the geneticists say, "but we know that we would get the same basic results. The main difference would be in the frequency of abnormality." They point out that the Bikini corn was submitted to radiation which would have been lethal to humans, but that without question a great many of the survivors at Hiroshima and Nagasaki received enough radiation to produce gene injuries. Reports which predict immediate frightful defects among the offspring of the Japanese survivors are probably exaggerated because gene defects of this type would seldom show up during the first hundred years. But as more people are born who have a common ancestor who survived atomic bombings, such defects would become disseminated throughout Japan and eventually the world. The number of abnormal offspring, such as cripples and morons, would increase gradually. These abnormal offspring would be only a small addition percentagewise to the number of abnormal children who would be born regardless of atomic bombs. But even so, they will be a real and permanent addition to the burdens which humanity must bear.

ALBINO SEEDLINGS (*third and fifth from left*) also appeared among the offspring of the self-pollinated ears. Other abnormal seedlings were pale or striped like a zebra.





SPORT-TIGHTS

Trade Mark Name

in Natural Rubber

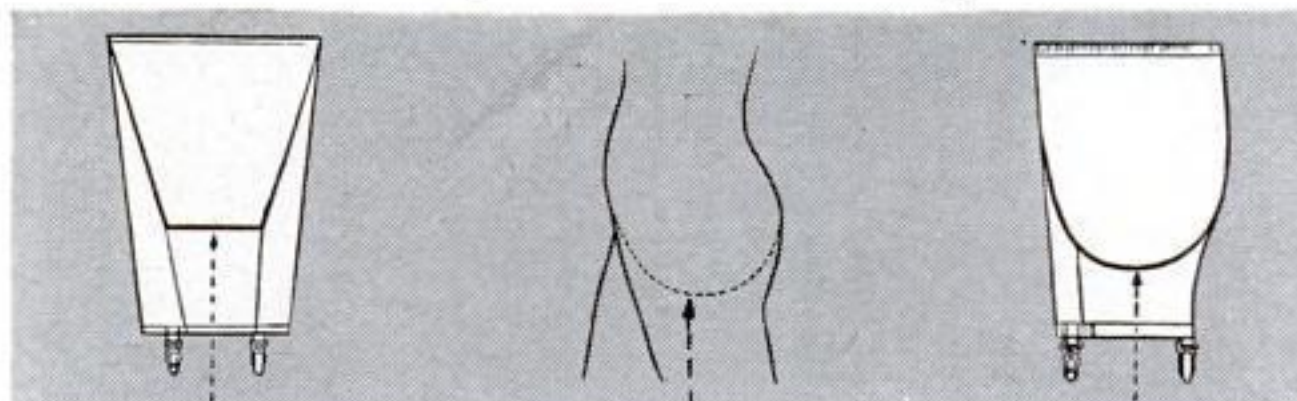
are back again, at no increase in price!

Hip Size: 34 - 36 - 38 **\$4.00[†]** Hip Size: 40 - 42 **\$4.50[†]**

Get into these magic little panties and discover what comfort really is. Light, boneless (but not spineless!) they firm with never a pull, pinch, ride-up, or roll.

WHAT IS THE SECRET OF SPORT TIGHTS "FIT-FROM-EVERY-ANGLE"?

These sketches tell the story.



Check the shape of your Panty Girdle

Does the cross-section of its crotch look like this? (Tuck one leg inside the other to see.) If so, you especially, will be interested in the next two drawings!

Cross Section of the Human Body.

This is the way that nature has shaped the human body. Note its curve, and depth at the crotch.

Cross Section of SPORT-TIGHTS.

Sport-Tights' contour crotch is shaped as the body is shaped. Note the inches of extra depth, the extra curve of the back, assuring action-freedom, completely free of binding or cutting.

Wear SPORT-TIGHTS
low on the hips.
No rolling at the
waist, no riding up!

You'll want Sport-Tights, of course, for daytime, and for active Sportswear (their garters are detachable). And you'll welcome Sport-Tights for Evening Wear! They provide complete dancing-action freedom, with controlled figure beauty and smoothest lines under your formal gowns.

SPORT-TIGHTS FAMOUS FEATURES

- SPORT-TIGHTS patented Panty Girdle is made with the contour crotch to eliminate all strain—front, back, and between legs.
- Crotch made of heavy, two bar knitted tricot, for long wear.
- SPORT-TIGHTS made of Len-o-lastic, a superb woven elastic fabric.
- Long leg length to prevent chafing.
- Detachable hose supporters.

© 1948 Sil-O-Ette Underwear Co.

Sized by hip measure (widest part of body) to assure perfect fit.

Hip Size: 34 - 36 - 38 **\$4.00[†]**

Hip Size: 40 - 42 **\$4.50[†]**

Colors: Tea-Rose and White

[†]Plus Sales Tax, if any, in your City or State.

At all good knit underwear or corset departments.

ORDER BY MAIL—IF YOU CAN'T FIND SPORT-TIGHTS NEARBY.

SIL-O-ETTE UNDERWEAR CO., 29 West 30th Street, New York 1, N. Y.

My waist measure..... Hip measure (widest part).....

Enclosed is \$4.00 (Hip size 34, 36, 38); \$4.50 if Hip size is 40 or 42.

Send Sport-Tights in White.....Tea-Rose.....

LAST CALL!

SPORT-TIGHTS' \$10,000 LETTER CONTEST
closes April 30th

1st Prize 2,500. 263 other Cash Prizes!

Ask for free entry blank and instructions at your
nearest SPORT-TIGHTS dealer, or write direct to:

SIL-O-ETTE UNDERWEAR CO., 29 West 30th St., New York 1, N. Y.



BETWEEN TOWERING PILLARS OF BIG BILLS A SHANGHAI BANK OFFICIAL CAREFULLY COUNTS OUT TELEPHONE COMPANY'S \$16 BILLION FORTNIGHTLY PAYROLL

PAY DAY IN SHANGHAI

Phone-company workers receive billions of dollars

Every two weeks the Shanghai Telephone Company pays 1,200 employees \$16 billion—3½ times the total U.S. dollar deposits in the Chase National Bank. The payroll difficulties shown on these pages are traceable to an inflation which decreased the value of the Chinese dollar from a rate of 20 to one U.S. dollar in 1942 to 500,000 to one today. By July it is feared the rate will hit a million to one, which would in effect reduce a modern banking system to a shambles of primitive barter. Unless some hard and workable controls were devised, it looked last week as if the Chinese, who invented printing, might be strangled in the currency their presses were turning out (pp. 86-88).



CHECK FOR \$16 BILLION is drawn on the Shanghai branch of the National City Bank of New York in order to get payroll money for 1,200 telephone-company workers.

Package of Smiles!



**Removes surface
stains from the
teeth ... even
tobacco stains
and tobacco
breath!**

50¢

IT RHYMES!—
(Read it and smile!)

New discovery—
gives you more!
Cleansing, polishing—
power galore.
Safe! And such a
pleasant taste.
Effective! Truly
a Miracle Paste.
Get your pack of
smiles today—
"Dr. West's" the
name to say!

Pay Day in Shanghai CONTINUED



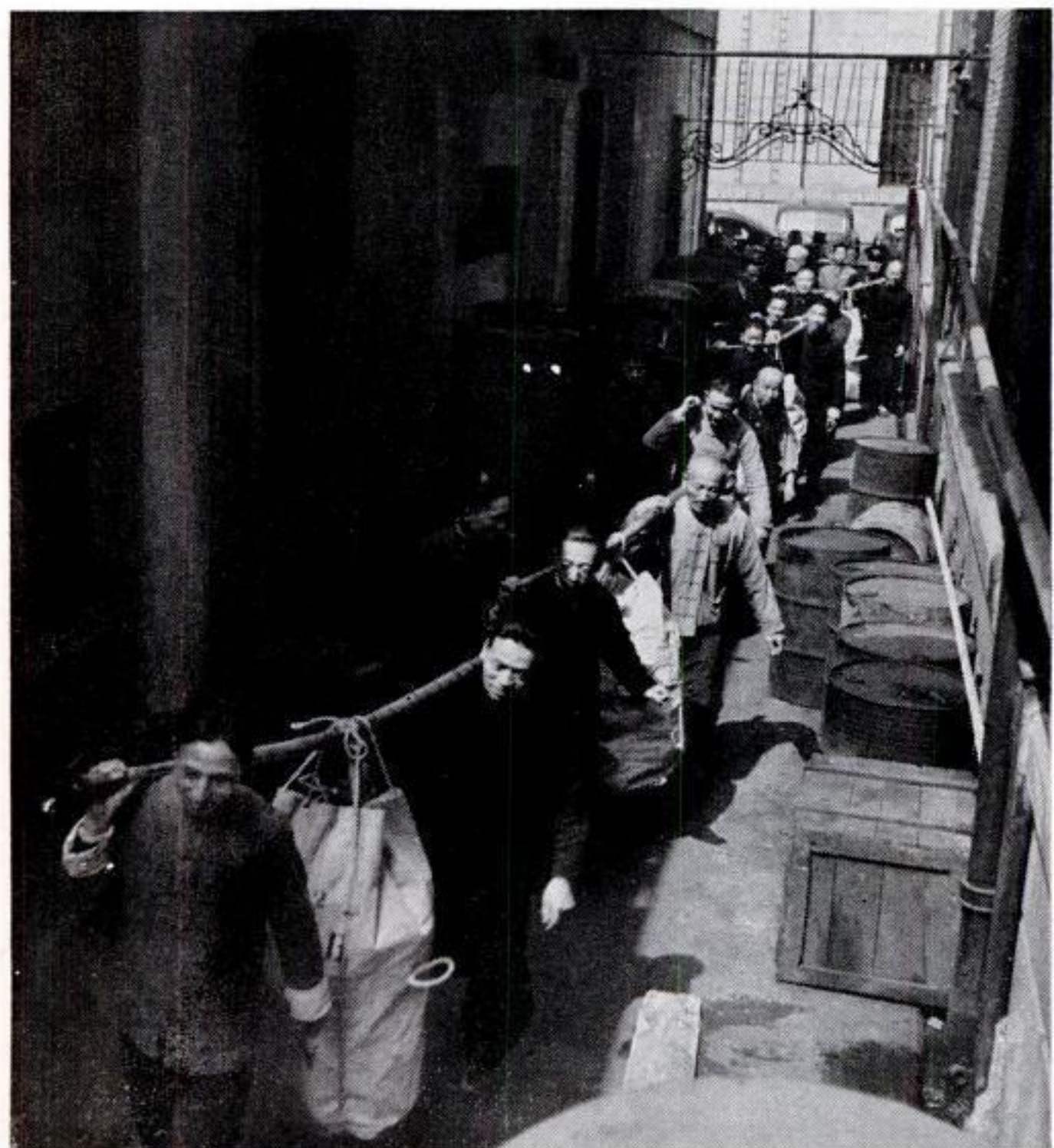
AT SHANGHAI PLANT NEW PAPER MONEY IS RUSHED THROUGH PRESSES



COUNTING OUT \$16 BILLION for telephone company, two bank workers check each package of bills. They have previously counted the notes one by one.



TODAY A \$1,000 BILL COSTS MORE TO PRINT THAN ITS ACTUAL FACE VALUE



IN CANVAS SACKS suspended on long bamboo poles the money is lugged from the bank by coolies. Each sack holds \$500 million and weighs 120 pounds.

CONTINUED ON NEXT PAGE



For COLOR MOVIES with the *Hollywood Touch...* FILMO



You've admired the beautiful photography in theater movies. Wouldn't you like that Hollywood touch in your *personal* movies?

You can have it, if when you buy you'll remember that the finest movies are made with the finest camera.

The finest camera? A Filmo, built by Bell & Howell, makers of the professional equipment Hollywood has preferred for 41 years.

No compromise with perfection is ever permitted in the design and manufacture of a Filmo. That's why Filmos cost more to make. But at home, as in Hollywood, Bell & Howell's high standards mean that you don't take a chance—you take a *movie*!

FILMO AUTO LOAD CAMERA

The only 16mm magazine-loading camera with all these features: lifetime guarantee; sealed-in lubrication—no oiling; positive-type viewfinder; built-in lens-setting guide for all films, all outdoor conditions. (At left in illustration.)

FILMO SPORTSTER CAMERA

Makes 8mm movies for only a few cents a scene. Drop-in loading—no sprockets to thread. Offers both normal and slow-motion speeds; makes animated cartoons, too. Small, light, easy to carry, easy to use. (At right in illustration.)

* * *

There's a complete line of Filmo 8mm and 16mm cameras and projectors including Filmosound, the famous 16mm sound film projector. See them at better photo shops now, or write for literature to Bell & Howell Company, 7141 McCormick Road, Chicago 45. Branches in New York, Hollywood, Washington, D. C., London.

Precision-Made by

Bell & Howell

Since 1907 the Largest Manufacturer of Professional Motion Picture Equipment for Hollywood and the World



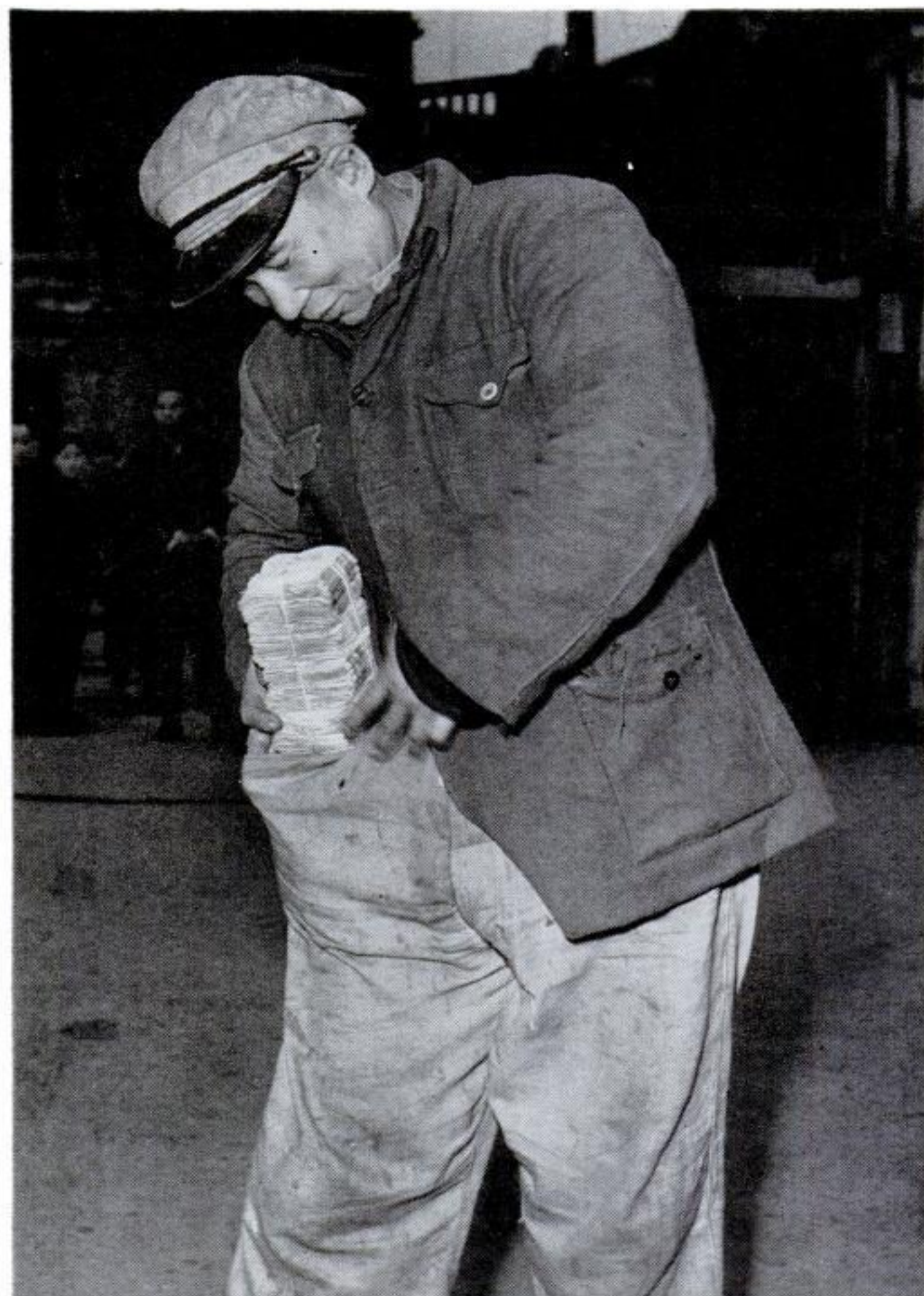
A vintage advertisement for Nelson-Paige shirts. The top half features a color illustration of two men in suits standing in front of a large, ornate building. The man on the left is holding a pipe and looking at the man on the right, who is looking up at him. Below the illustration is a large, white, long-sleeved shirt with a pointed collar and a pocket. A small tag is attached to the shirt with the text "a Lonsdale Fabric". The bottom half of the advertisement contains text and a logo.

**IN THE
BEST-DRESSED
CIRCLES...** fine Oxford shirts are a style tradition.

From Lonsdale, weavers of quality cloth since 1808, Nelson-Paige has procured this superior Oxford and tailored it with distinction in the correct collar styles.

Sanforized—less than 1% shrinkage. Fashioned to fit by Mylish, Mann & Drucker, Inc., Philadelphia.

Nelson-Paige
CREATIVE SHIRTMAKER



POCKETFUL of bills represents this laborer's take home pay for two weeks. To avoid such bulk bills of increasingly larger denomination are being printed.



WATER BUFFALO was bought at inflated price of \$50,000, 2½ years ago. Today the \$50,000 would only buy two copies of newspaper the child is holding.



JAMES E. FOLSOM
ALABAMA



SIDNEY P. OSBORN
ARIZONA



BEN LANEY
ARKANSAS



EARL WARREN
CALIFORNIA



WILLIAM LEE KNOUS
COLORADO



JAMES L. McCONAUGHY
CONNECTICUT



WALTER BACON
DELAWARE



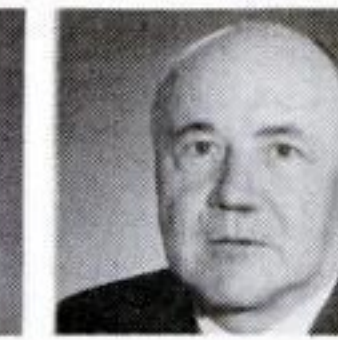
JOHN RUSSELL YOUNG
DISTRICT OF COLUMBIA



MILLARD CALDWELL
FLORIDA



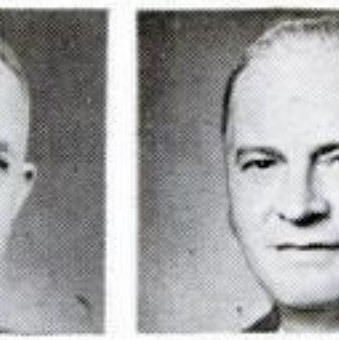
M. E. THOMPSON
GEORGIA



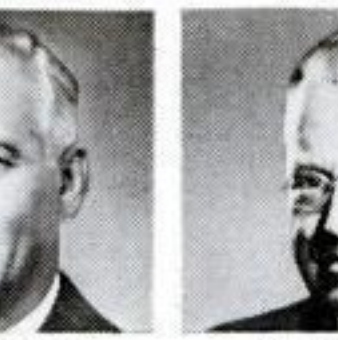
INGRAM M. STAINBACK
HAWAII



C. A. ROBINS
IDAHO



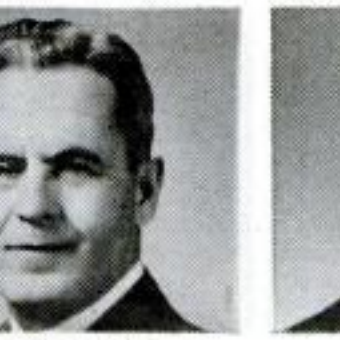
DWIGHT H. GREEN
ILLINOIS



RALPH F. GATES
INDIANA



ROBERT D. BLUE
IOWA



FRANK CARLSON
KANSAS



EARLE C. CLEMENTS
KENTUCKY



JIMMIE DAVIS
LOUISIANA



HORACE A. HILDRETH
MAINE



WILLIAM PRESTON LANE
MARYLAND



ROBERT F. BRADFORD
MASSACHUSETTS



KIM SIGLER
MICHIGAN



LUTHER W. YOUNGDAHL
MINNESOTA



FIELDING L. WRIGHT
MISSISSIPPI



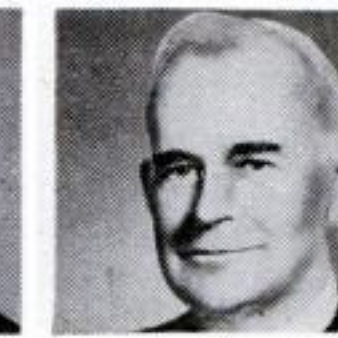
PHIL M. DONNELLY
MISSOURI



SAM C. FORD
MONTANA



VAL PETERSON
NEBRASKA



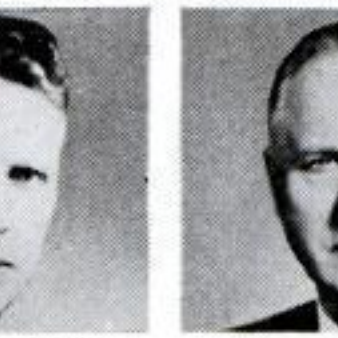
VAIL PITTMAN
NEVADA



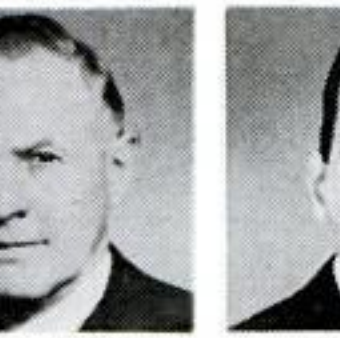
CHARLES M. DALE
NEW HAMPSHIRE



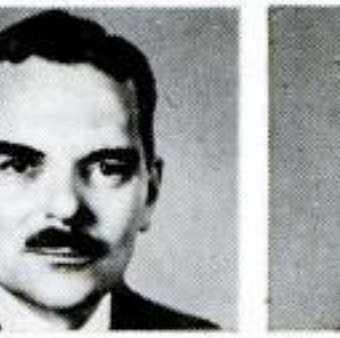
ALFRED E. DRISCOLL
NEW JERSEY



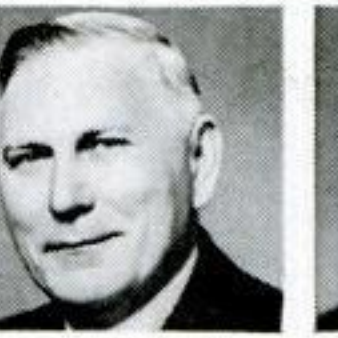
THOMAS J. MABRY
NEW MEXICO



THOMAS DEWEY
NEW YORK



R. GREGG CHERRY
NORTH CAROLINA



FRED G. AANDAH
NORTH DAKOTA



THOMAS J. HERBERT
OHIO



ROY J. TURNER
OKLAHOMA



JOHN H. HALL
OREGON



JAMES H. DUFF
PENNSYLVANIA



JESUS T. PIÑERO
PUERTO RICO



JOHN O. PASTORE
RHODE ISLAND



J. STROM THURMOND
SOUTH CAROLINA



GEORGE T. MICKELSON
SOUTH DAKOTA



JIM McCORD
TENNESSEE



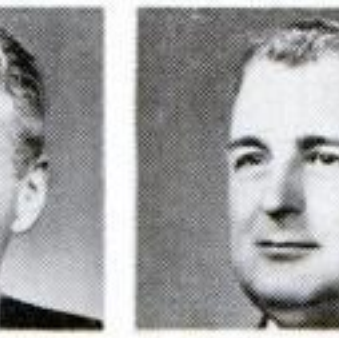
BEAUFORD H. JESTER
TEXAS



HERBERT B. MAW
UTAH



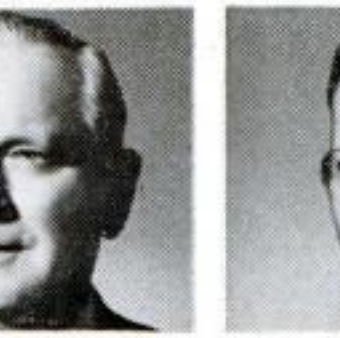
ERNEST W. GIBSON
VERMONT



WILLIAM MUNFORD TUCK
VIRGINIA



MON C. WALLGREN
WASHINGTON



CLARENCE W. MEADOWS
WEST VIRGINIA



OSCAR RENNEBOHM
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LESTER HUNT
WYOMING

Your Governor Calls You To Help the New National Guard

GOVERNORS of all 48 states, Hawaii, Puerto Rico and District of Columbia urge every American — urge *you* to help the new National Guard in your community.

YOUNG MEN—offer your services to your country for a few hours each week—enlist *today* in the new National Guard.

BUSINESSMEN—give your Guardsmen employees regular military leave to attend summer camp—in addition to their regular vacations.

HOMEMAKERS—encourage your menfolk in their Guard activities and tell other women about the new National Guard.

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CAN DO SOMETHING
TO HELP THE GUARD!**

For Copies of this Ad Write to National Guard Bureau, The Pentagon, Room 2E-379, Washington 25, D. C.

For information, see the commander of the National Guard unit in your community or write the Adjutant General of your State!

*Here's how
the National Guard Helps You*

Pay ★ Education
Fellowship ★ Training
Sports ★ Leadership

Write or visit
your community's unit of the

**NATIONAL
GUARD**
of the United States



ROSE-DECORATED STREAMERS TIE UNDER CHIN OF THE WEARER OF A NEW FRENCH HAT FROM BERGDORF GOODMAN

Spring Fashions

New hats, frilly and frothy as ever, are now matched by frilly costumes

After a full year of tumultuous fashion change, flowered hats, as sweet, feminine and gay as they ever have been, were a refreshing constant as the 1948 spring styles made their appearance. But this year, for the first time since the days of Edward VII, the femininity of headgear was matched by the rest of the wearer's costume. U.S. Easter parades saw not only ultrasophisticates wearing girlish, tied-under-the-chin hats (*above*). They also saw multiple petticoats, big skirts

12 inches from the ground, slender shoes and tight-waisted jackets in numbers that confirmed American acceptance of the past year's disputed trends. One especially new item they also saw: the short, very full jacket (*p. 92*) which, when combined with the full skirt, gives the wearer a typically Victorian silhouette. On the following pages Photographer Philippe Halsman has posed some of these frilly new spring clothes and hats against photomurals of traditional spring scenes.



TIGHT LINEN JACKET and matching parasol contrast with skirt of men's-wear worsted in this Jane Derby outfit, posed before a photograph of a baseball

game at Los Angeles' Gilmore Field. The straw hat is decorated with carnations. The girl's short hair is as important as the hat itself in the over-all spring look.

CONTINUED ON NEXT PAGE

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SMALL STRAW SAILOR at left has only one white daisy on the end of each long, velvet streamer, while the large green breton at right has been garnished

by Sally Victor with \$25 worth of artificial flowers. In the background is a photograph of New York's traditional and fashionable Fifth Avenue Easter parade.



FLARED GREEN JACKET by Ceil Chapman is worn with full skirts. The straw beret is decorated with four striped-grosgrain bows, with a fifth around the neck.

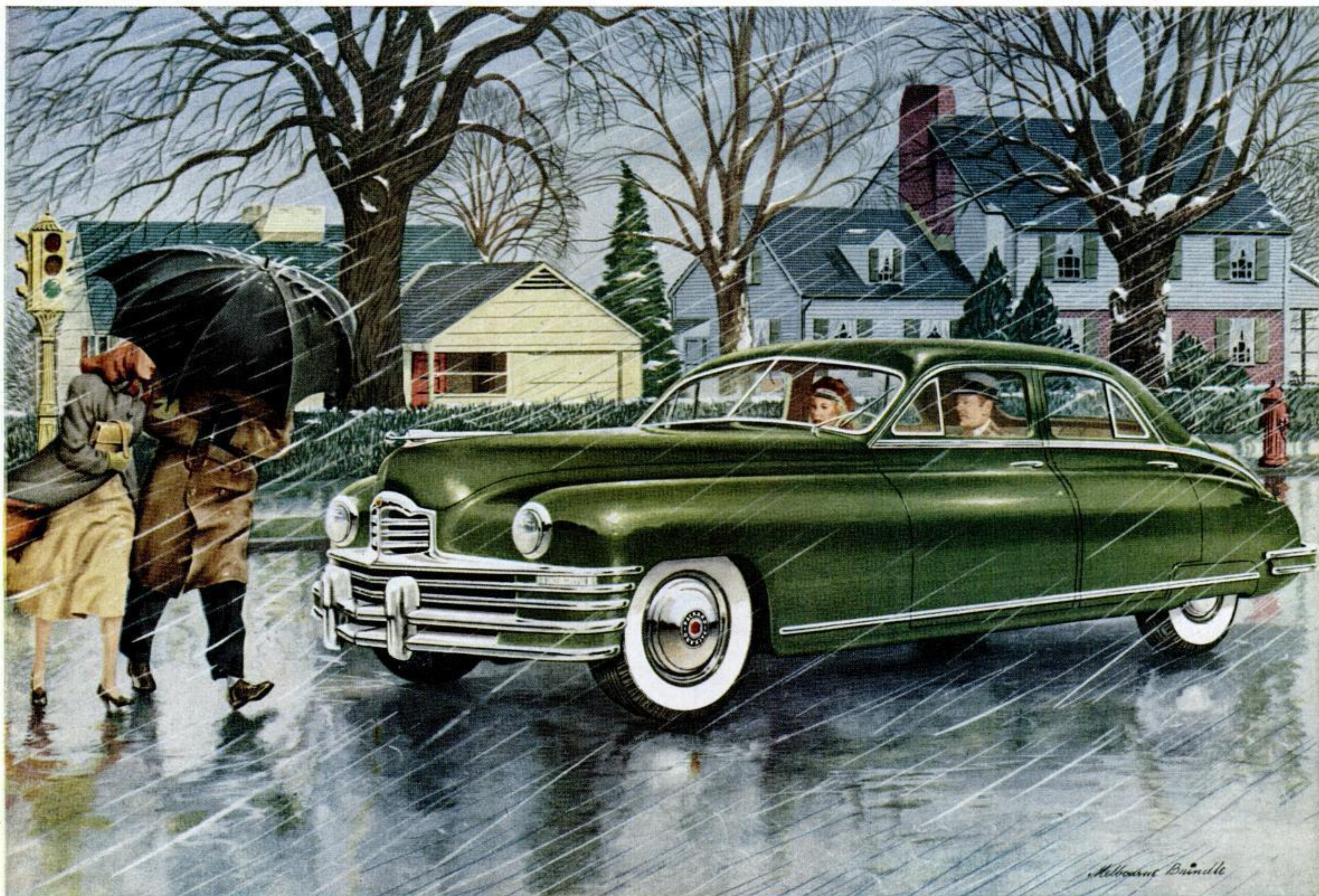


VICTORIAN CLOCHE, covered with flowers, fruit and even a bird wing, was designed by Chanda to top off a yellow wool version of the jacket style seen at left.



RED GERANIUMS and a red sash set off this navy wool suit by Ben Reig. The blouse is made of handkerchief linen with handmade lace trimming. The velvet

flowers on Bergdorf Goodman side-tilted bonnet were imported this season from France, as was the veil. Background is the tulip-filled garden of a Long Island estate.



Rain or shine . . .

Packard owners make their own weather!

IT'S AMAZING—the way Packard owners like rainy days!

And why *wouldn't* they! For in the stunning new Packards, you make your *own* weather—with an automatic all-season heating and ventilation system such as the world has never known!

Even in a spring downpour, you enjoy crisp, circulating *fresh* air, air that's changed at least *once every minute!*

And when winter blizzards blow, you just dial the temperature you want . . . the rest is

automatic. There's no blast of heat, no haze at shoulder level . . . yet even the floor is warm! Stale air is forced out. Window-defrosting problems are gone!

When the scene changes to summer—the Packard ventilation system has another delightful surprise. You enjoy *fresh* circulating air . . . *even with windows closed and the car standing still!*

It's something to see! Right now—at your nearby Packard dealer's.

ASK THE MAN WHO OWNS ONE

**THE NEW
PACKARD**

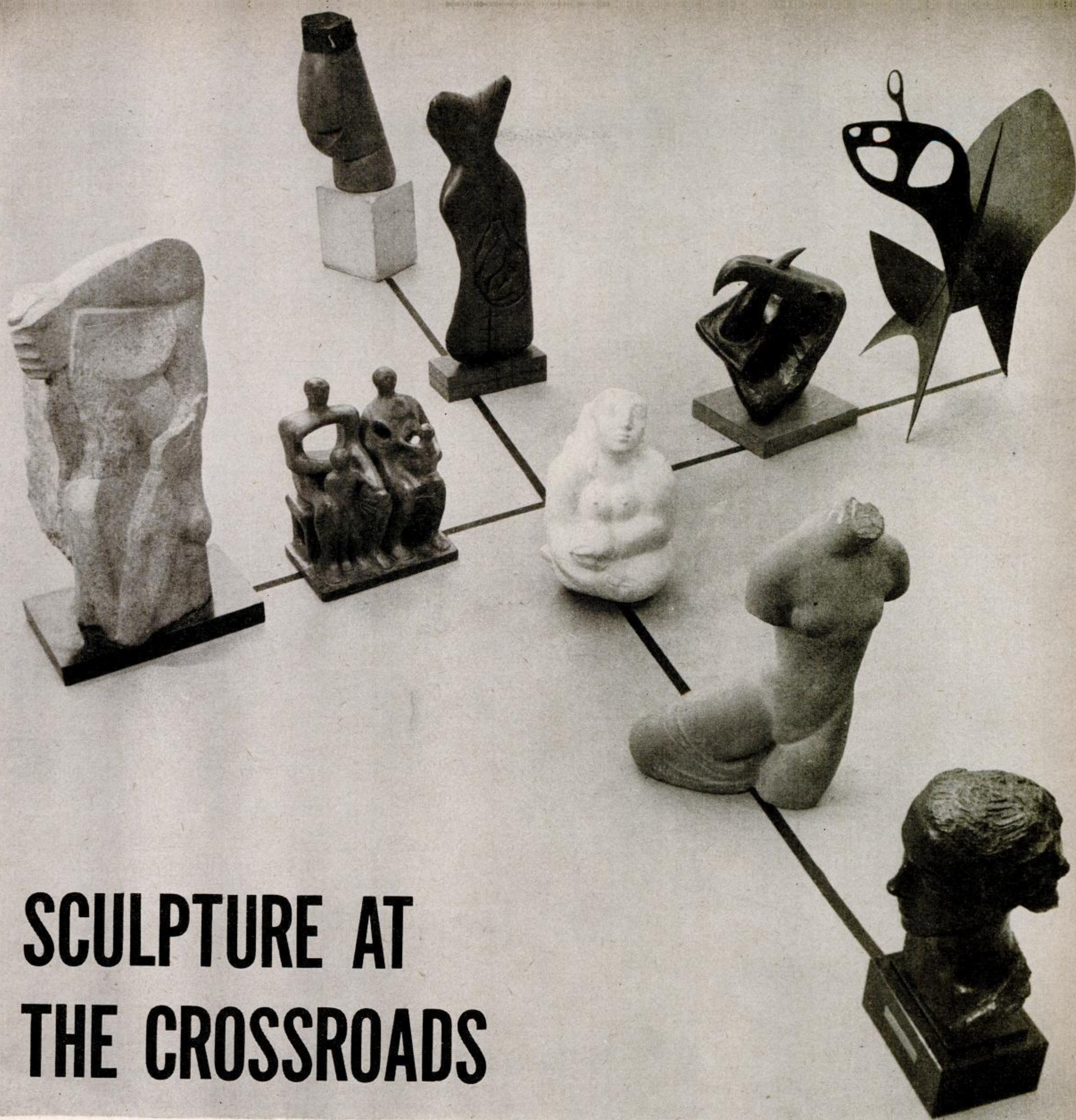
*Out of this world
... into your heart!*



130-HP EIGHT

145-HP SUPER EIGHT

160-HP CUSTOM EIGHT



SCULPTURE AT THE CROSSROADS

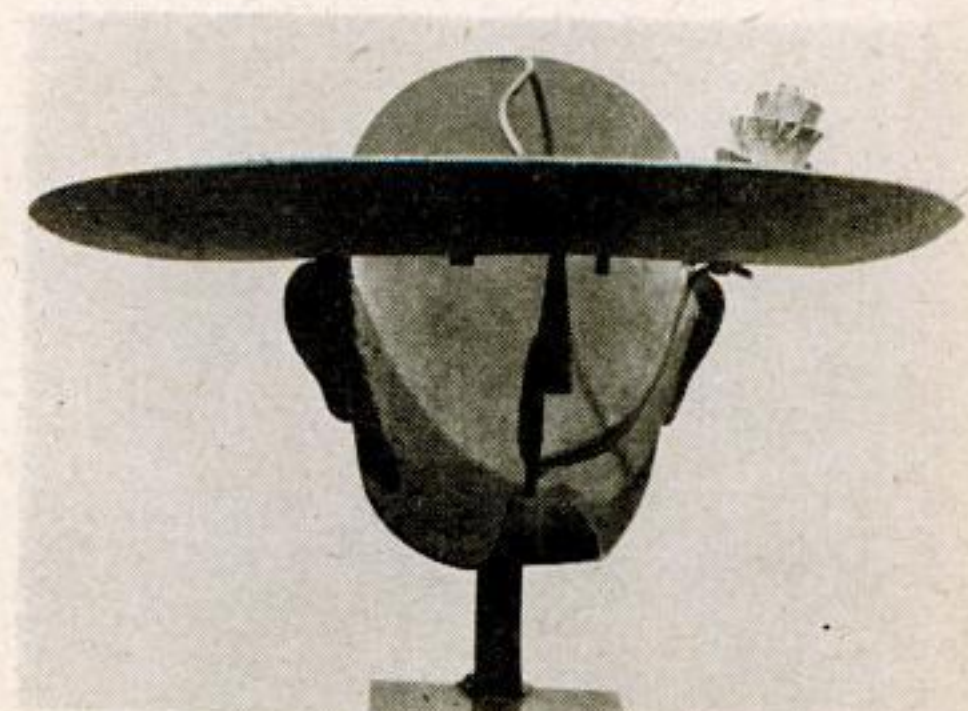
WORCESTER MUSEUM DEPICTS MODERN ART TRENDS FROM A TORSO TO AN IRON MONOCLE

The bizarre collection of sculpture pictured above was exhibited last month by the art museum at Worcester, Mass. as part of a big sculpture show celebrating the museum's 50th anniversary. These nine pieces, arranged crosswise, symbolize the show's theme, "Sculpture at the Crossroads."

Two roads are taken by modern sculpture. The vertical row shows the traditional approach to sculpture which stresses solid natural forms. The horizontal row shows a preoccupation with pure design in which the artist uses space, in the form of hollows and actual holes, as an essential part of the design. The traditional road begins (lower right) with Despiau's head of Anne Lindbergh, followed by Samuel Cashwan's simplified torso. The line ad-

vances through José de Creeft's white marble *Aux Aguets (On Watch)* to John Flannagan's stylized *Jonah and the Whale* and ends with Constantin Brancusi's almost abstract *The Chief*.

The other road starts at left with Ossip Zadkine's *Young Girl Holding a Bird*, with its convex forms. Next, in Henry Moore's *Family*, the semi-real figures are hollowed out with actual holes. Still more radical, Seymour Lipton's clawlike *Moloch* attempts simply to depict an idea. The line ends with Calder's iron *The Monocle*, which is pure design. How sculpture will develop is not predicted by the Worcester museum. Many experts believe, however, that its future will be a synthesis of the two opposing trends, with emphasis on natural forms.



"PICADOR" BY GARGALLO IS AIRY IRON PORTRAIT



the finest *Sealy*
we've ever made!

Never has the quality been higher than in the comfortable Sealy of today. On your new Sealy, you can sleep soundly . . . to start each day with a fresh alive feeling, a fresh bright look. *No buttons or bumps break your rest on Sealy's smooth tuftless top.* Your body is gently cradled with firm healthful support by Sealy's famous Durolife innerspring unit. Choose today from the large family of mattresses and box springs proudly bearing the Sealy name.



Ask your dealer
about Sealy's
10-year guarantee.

Sealy INCORPORATED

666 LAKE SHORE DRIVE, CHICAGO 11, ILLINOIS

**"SLEEPING ON A SEALY
IS LIKE SLEEPING ON A CLOUD"**

© 1941, SEALY, INC.

Sculpture CONTINUED



THE FIVE THAT ESCAPED, with its gouged figures, is a compromise between the sculpture of volume and of space. With nervous forms Randolph



JONAH AND THE WHALE, by the late John Flannagan, belongs to traditional line of sculpture. It depicts the Bible story literally but not realistically.



Johnston represents five refugees who escaped from a concentration camp. By suspending figures on iron rods he emphasizes their tension and insecurity.



FISH STORY by John Begg was carved from a cypress root. In exaggerated forms it represents a man with an enormous hand grasping an oversize fish.

CONTINUED ON NEXT PAGE

THIS IS YOUR YEAR FOR EUROPE



—AND THIS IS YOUR WAY TO GO!

No longer can you say you "haven't time" to visit Europe on your vacation. Anyone with only a week or two—or even a few days—can enjoy a fascinating trip to the "Old World," traveling by time-saving American Flagship. Don't put off that dreamed-of journey abroad. Make *this* your year—your family's year—for Europe!



Check these important advantages of going to Europe by Flagship!

YOU SAVE TIME going overseas overnight. And...IT'S ECONOMICAL—no tips, no extras, no tax on fares . . . guest meals and cocktails . . . IT'S COMFORTABLE, too, traveling the comfort level—"above the weather" . . . CONVENIENT, because you can depart from any one of 77 cities on American's domestic routes and "go American" all the way to your inland destination. And . . . IT'S DEPENDABLE, traveling in the finest 4-engine planes, manned by skilled crews. American has the experience of more than 15,500 transatlantic flights . . . FREQUENT FLIGHTS—20 weekly to Europe . . . DEMOCRATIC—everyone pays the same fare and gets the same superior standard of service . . . EASY?—of course! Just call any American Airlines office or authorized travel agent!



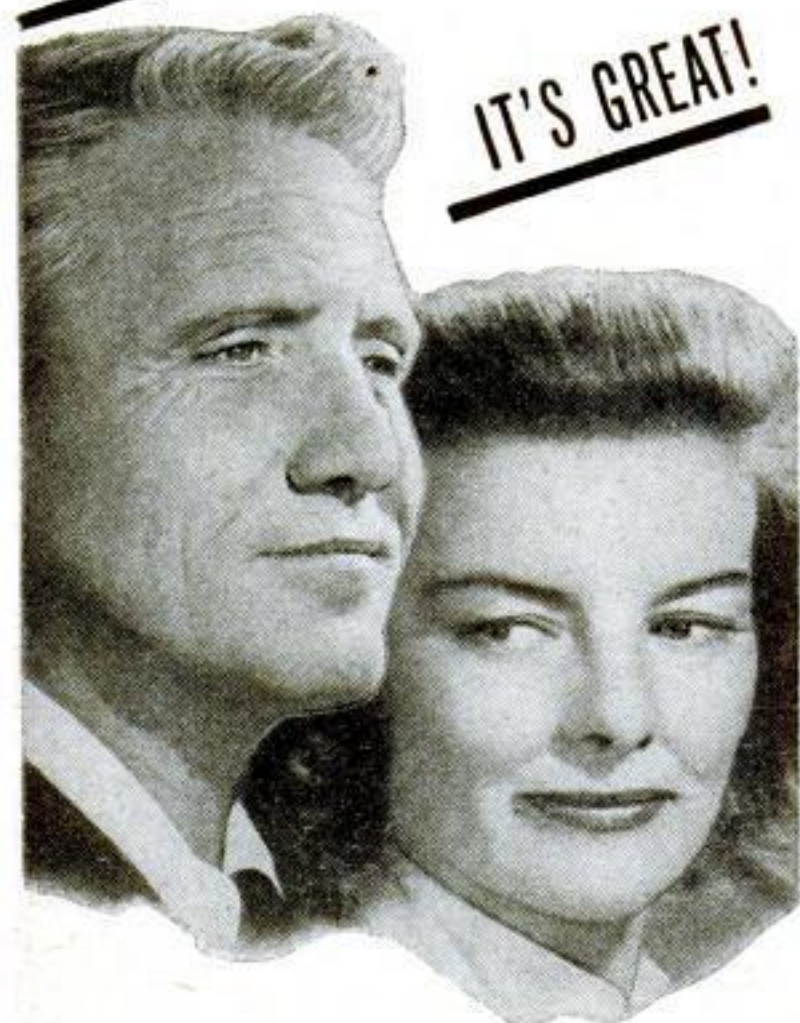
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Flagships serve Amsterdam, Berlin, Copenhagen, Frankfurt-am-Main, Glasgow, Helsinki, London, Oslo, Reykjavik, Shannon and Stockholm—with direct connections to all other important European points.

AMERICAN AIRLINES

AMERICAN AIRLINES, INC. • AMERICAN OVERSEAS AIRLINES, INC.

How is the STATE OF THE UNION?



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SPENCER
TRACY

is in it!

KATHARINE
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is in it!

VAN JOHNSON

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ANGELA LANSBURY
ADOLPHE MENJOU
LEWIS STONE

are in it!

METRO-GOLDWYN-MAYER and LIBERTY FILMS

present

FRANK CAPRA'S

"STATE
OF THE
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RITUAL is an angular, naturalistic portrait of a youngster skinning out of a shirt. It is by Henry Rox, who is teaching sculpture at Worcester museum.



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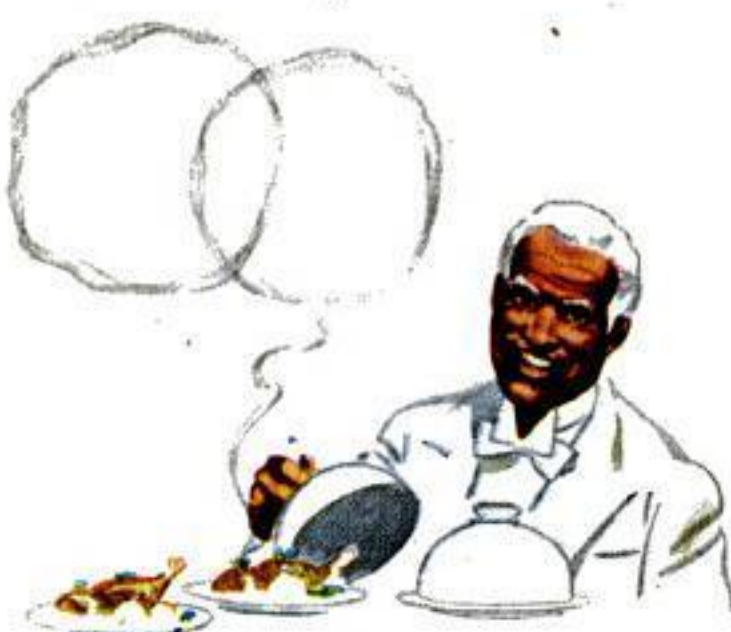
ARMED

Artist Richard Reeves paints Calumet Farm's great gelding

Every year the staff members of three U.S. racing publications—*Daily Racing Form*, *Morning Telegraph* and the *Cincinnati Record*—get together and pick the outstanding horse of the year. At the end of 1947 their selection was practically unanimous. Armed, the chocolate-brown gelding whose portrait by Artist Richard Stone Reeves appears on this page, received all but three of the 28 votes cast. Unquestionably he deserved the honor. Last year Armed started in 17 races, won 11 of them and finished worse than third only once. His 1947 earnings totaled \$376,325 and increased his lifetime winnings to \$761,500, which is a lot of money for a 7-year-old horse. Armed has now broken eight U.S. track records, despite the fact that he was so runty and unpromising a colt that he was not even entered in the Kentucky Derby, which is for 3-year-olds only. He still has an excellent chance of becoming the first Thoroughbred in the history of U.S. racing to win a million dollars before he is retired to Kentucky and a life of sybaritic ease on baking-powder millionaire Warren Wright's Calumet Farm.



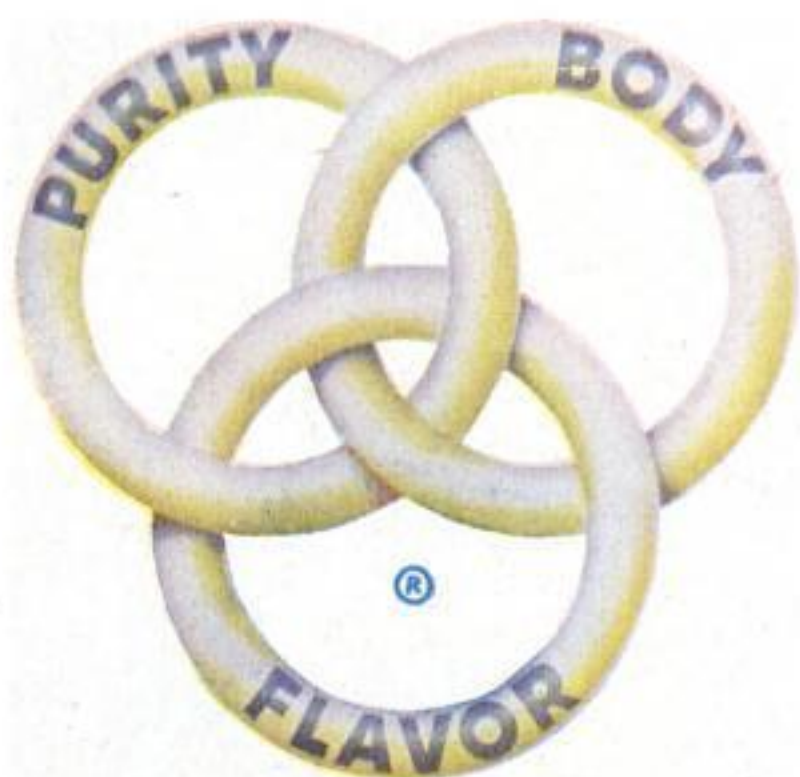
One ring for **purity**



a second for **body**



a third for **flavor**

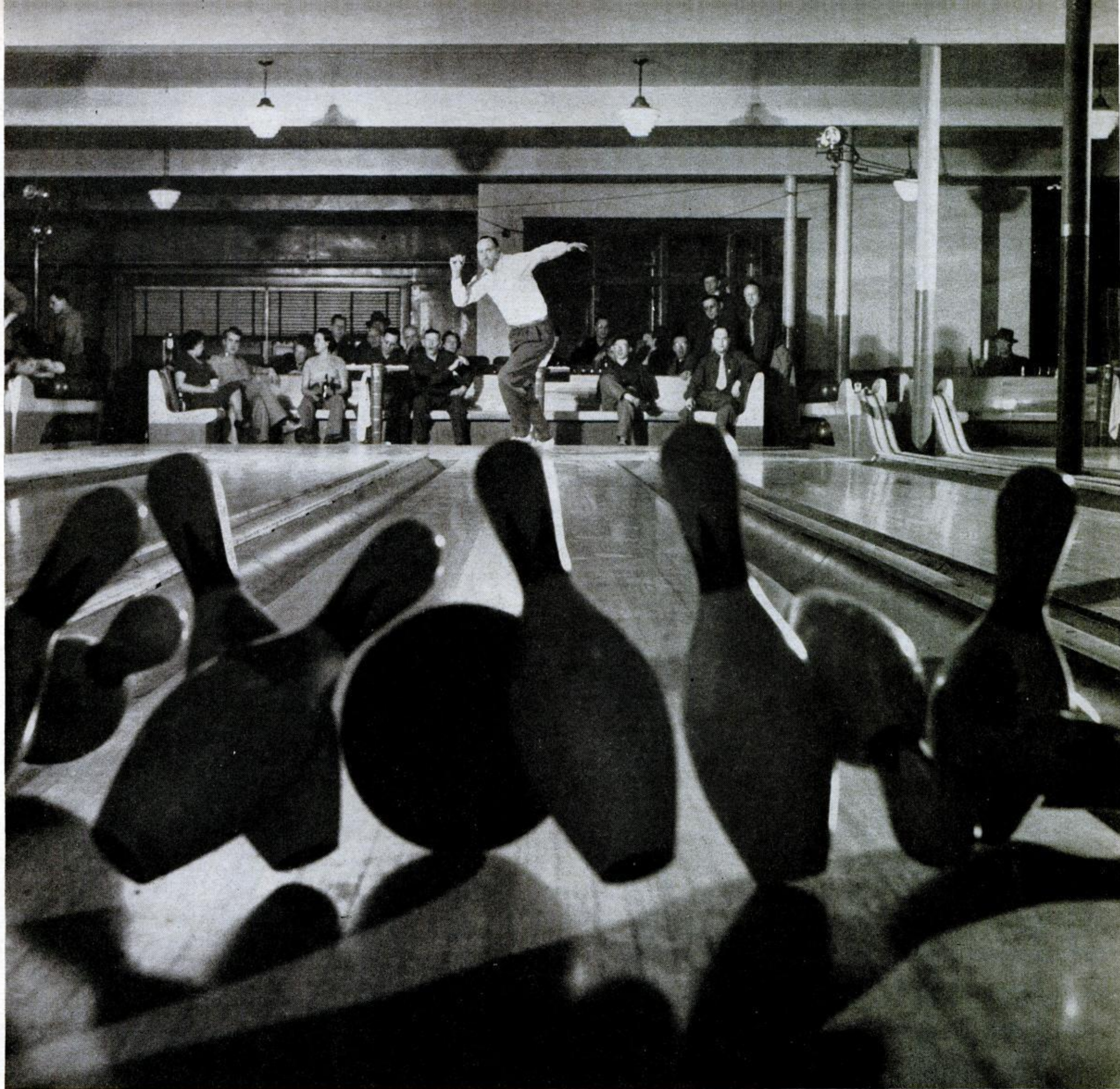


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BOWLING

Twenty million happily spend \$200 million a year to bang tenpins

This week in Detroit's cavernous Fair Grounds Coliseum the longest tournament in U.S. sports history rumbled, cracked and clattered through its thirtieth day. On May 29, when the 45th American Bowling Congress rolls to a stop on its eightieth day, 38,131 U.S. and Canadian males of all shapes, all sizes and all ages will have competed for some \$411,000 in prizes by tirelessly propelling a 16 pound ball down a hardwood alley toward a group of maple tenpins. Simultaneously in Dallas 10,000 women bowlers are proving that

bowling is not a male monopoly by holding their own \$52,386 international tournament.

Tournament bowlers in the U.S. are usually home-town champions—local hotshots who go to places like Detroit and Dallas every year wearing the colors of Joe's Bar and Grill, the Elks Club or a Schlitz beer distributor. They constitute the cream of the nearly 20 million more or less regular adherents who spend \$200 million a year (on fees and equipment) to make bowling the most popular participant sport in the U.S. Most of the 273,050

five-man teams which roll from September until May in 28,788 sanctioned leagues will never be good enough to win anything in the A.B.C. tournament. But that does not seem to matter. Once a week a timorous shoe clerk can go down to a place like the Everett Scott Recreation in Fort Wayne, Ind. (pp. 104-105), put on a brightly colored shirt, rub chalk on his hands, and face up to the pins. And on that unforgettable night when he pulls his team out of a hole with three strikes in the tenth frame, he really becomes an Andy Varipapa (p. 108).



PRAYER AND HOPE



BREWRIES USUALLY HAVE GOOD TEAMS



OLDHAM GIRLS ROLL IN EAGLES LEAGUE

EMOTIONS

The faces of bowlers reflect joy, sorrow, hope and disgust



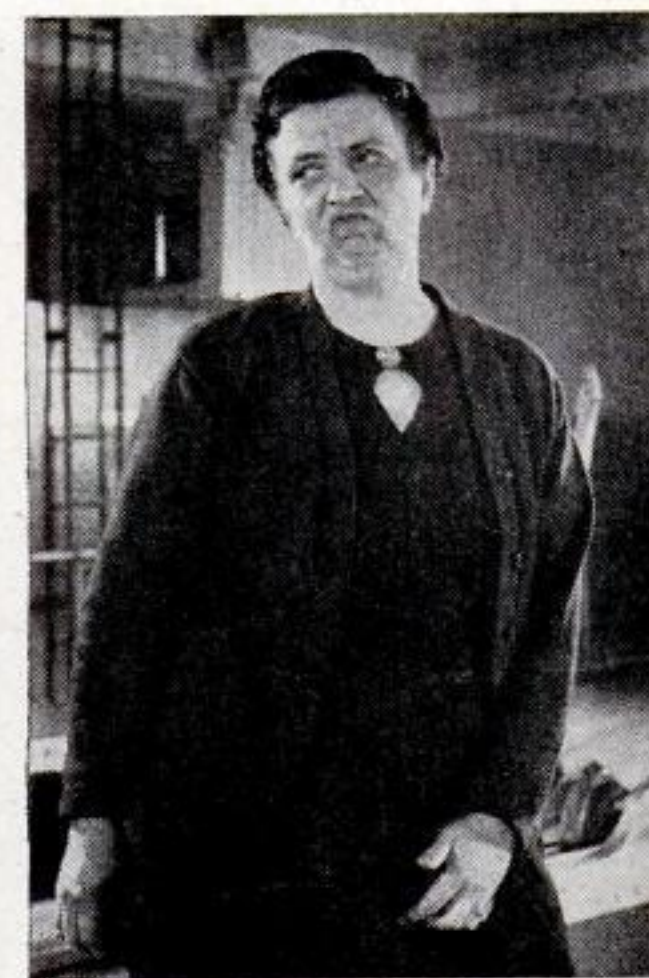
FRUSTRATION. Fay Oldham glares at two pins which refuse to go down.



ANGER. Betty Peppler is aghast as she fails to get an easy one-pin spare.



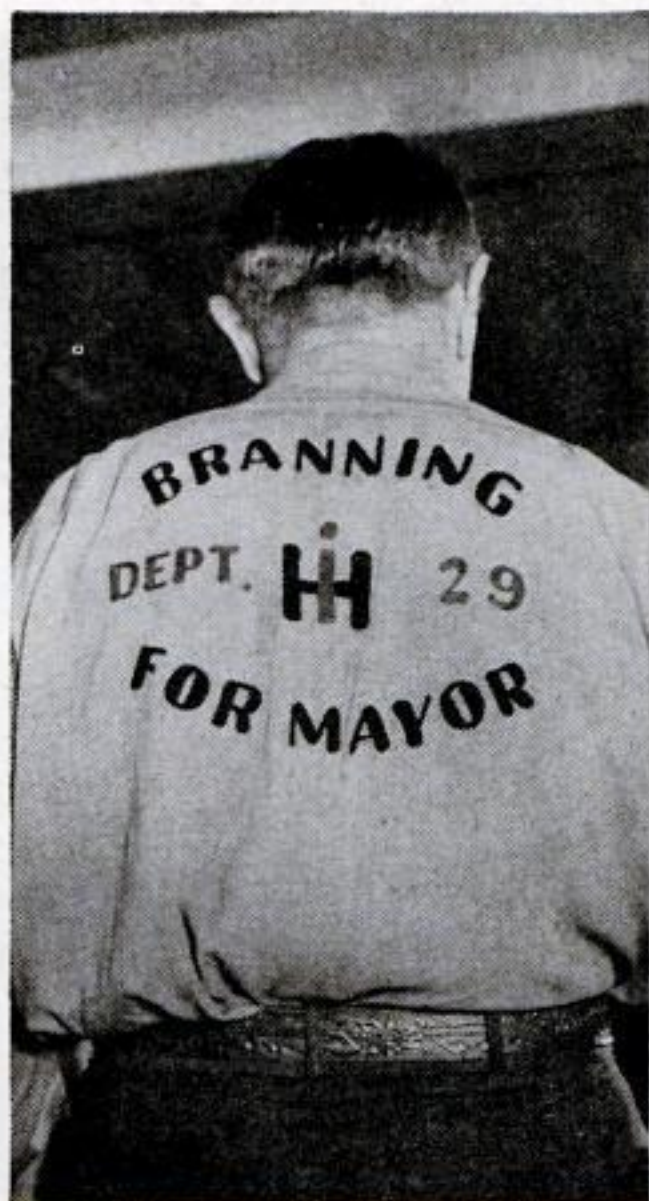
JUBILATION. Bette Banet returns to the bench grinning about a strike.



DISGUST. Thelma Barker makes sour face after knocking down three pins.



BOB INN GIRLS ROLL IN SCOTT LEAGUE

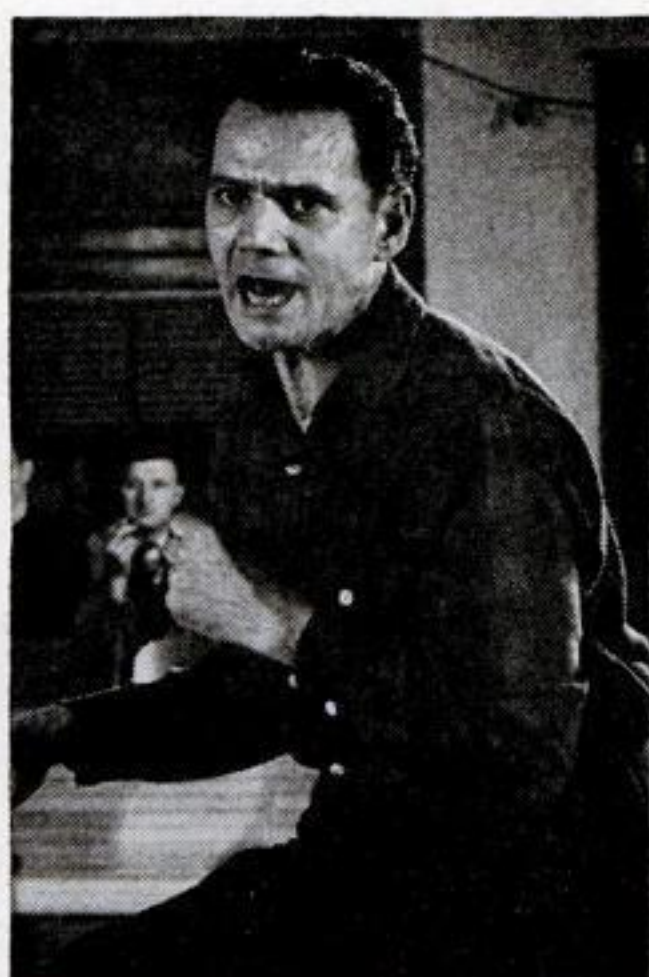


BRANNING IS FORT WAYNE'S MAYOR

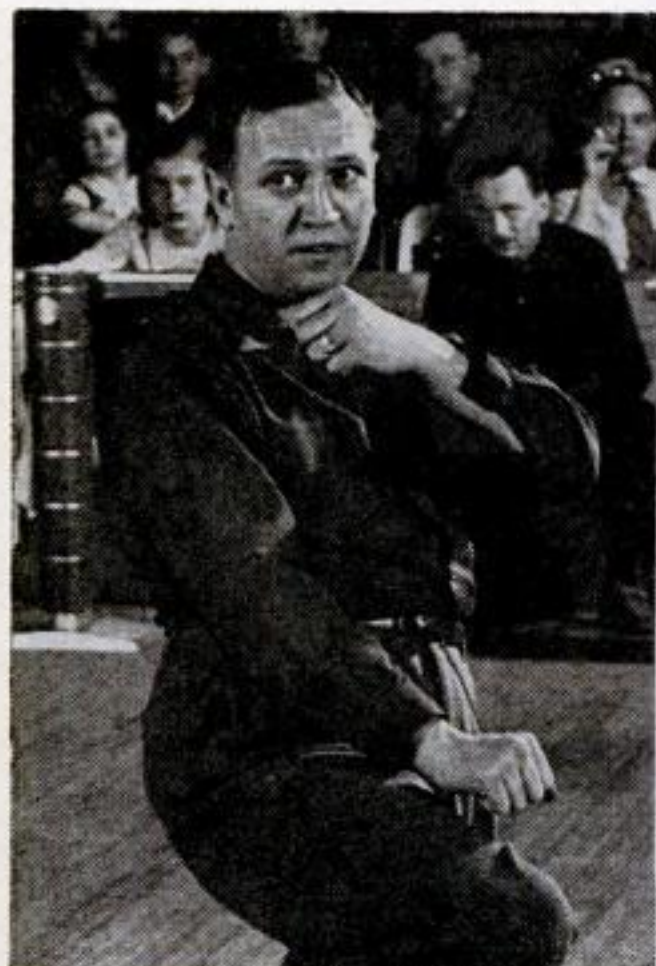
If people are not already gregarious when they start bowling, they usually get that way. The fancy costumes (above) and the unwritten rule against concealing joy or frustration after every roll lead naturally to extroversion. The bowlers whose faces appear here are from Fort Wayne, Ind., but they resemble bowlers everywhere. Some take up the sport to shrink a bulging waistline, but all of them dream of bowling's highest achievement: the perfect 300 game in which the bowler knocks down every pin in 12 successive rolls. Fewer than 200 bowlers earn this accolade in a year, but millions think it is worth 30¢ to try.



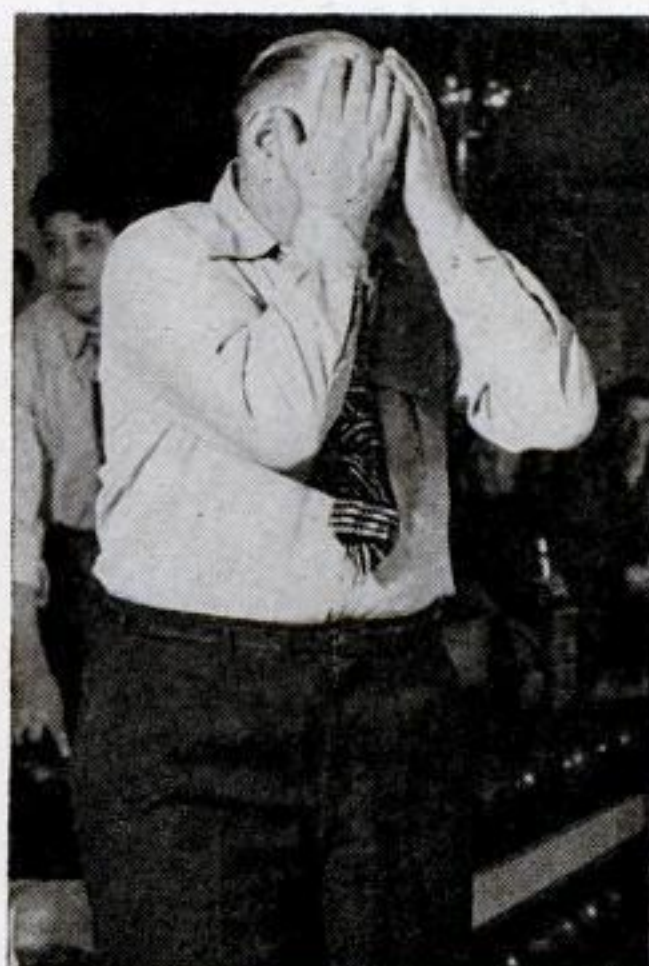
NONCHALANCE. Lefthander Bob Jones smokes cigar, urges ball along.



DEFIANCE. Don Miller's shouting is supposed to bring the pins down.



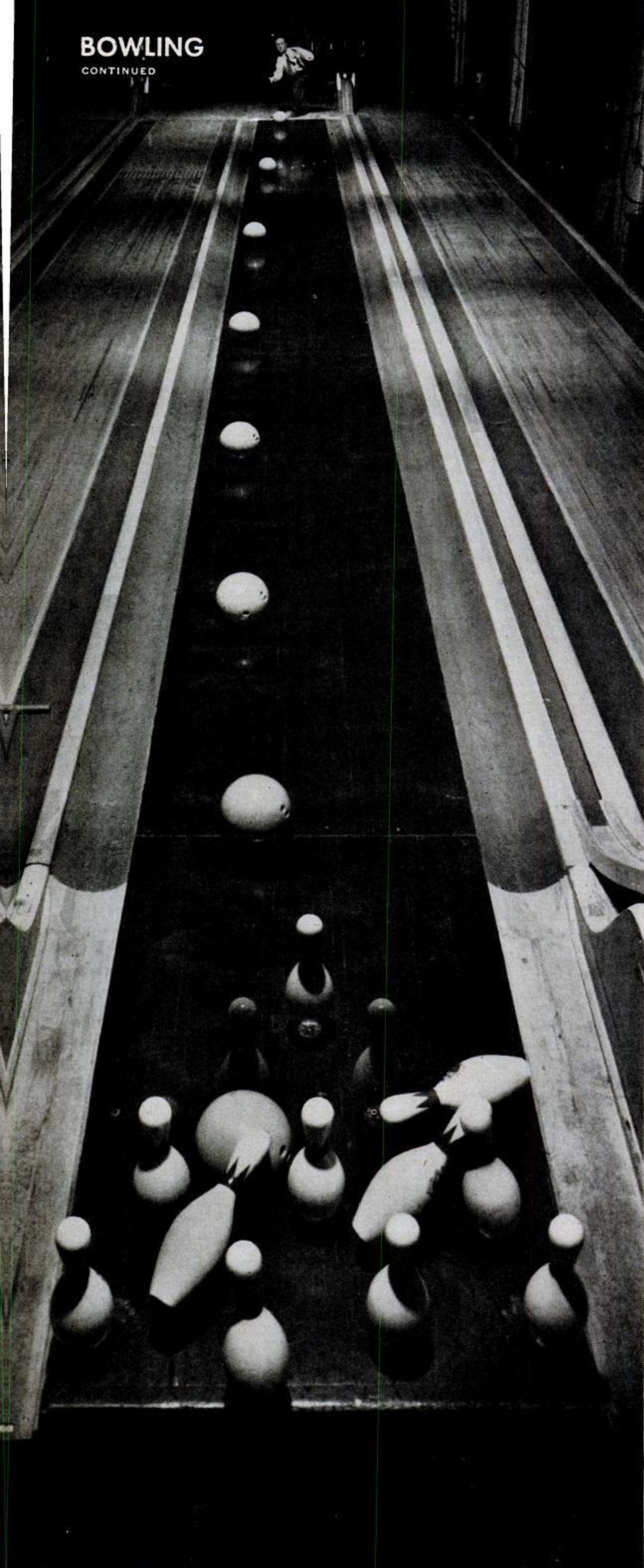
UNCERTAINTY. Pat Patterson, one of city's best, watches ball fearfully.



ANGUISH. Art Gebhart hides his face after missing one pin on second ball.



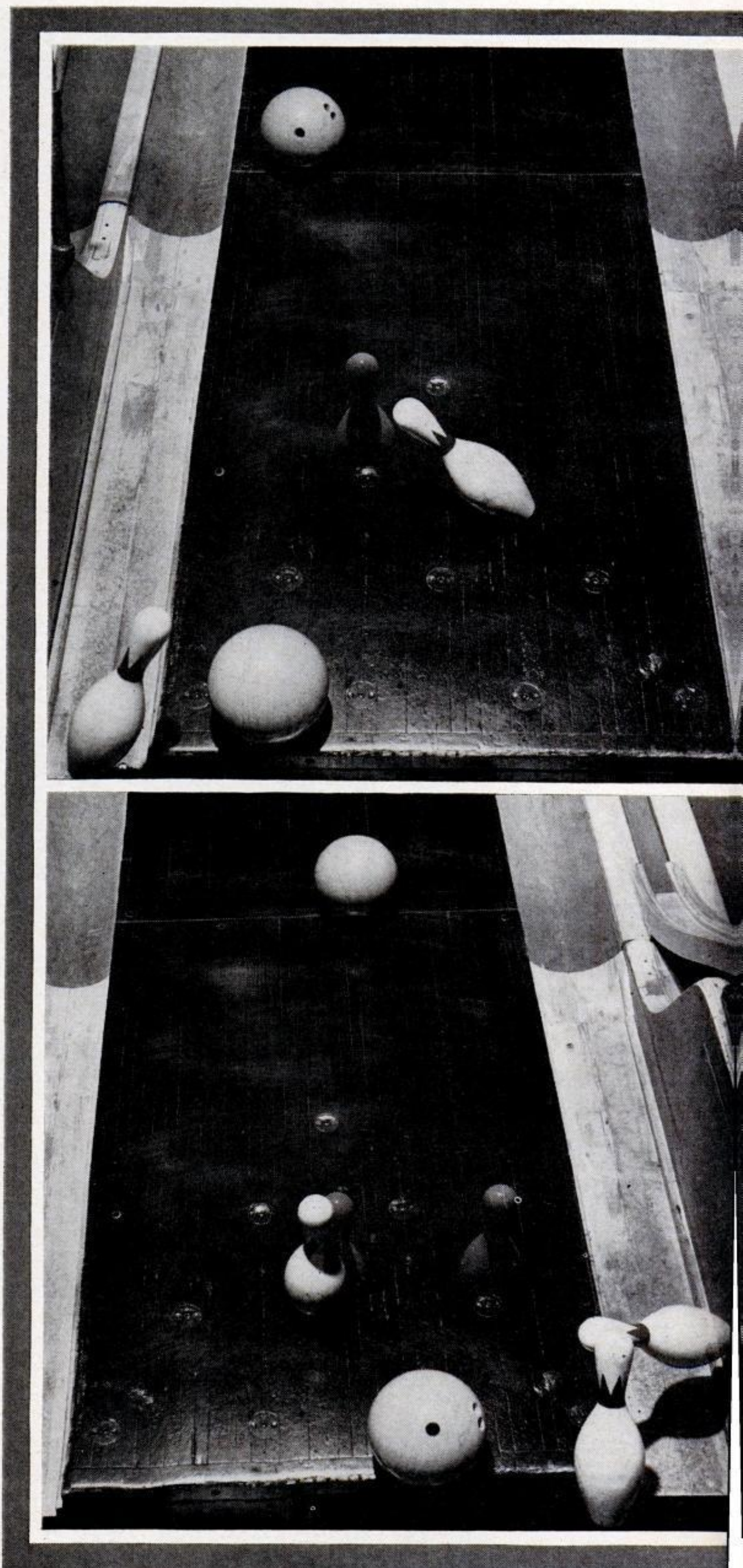
BODY ENGLISH



THE HOOK is demonstrated by Frank Benkovic, who twice has shared an A.B.C. doubles championship. He shoots from the middle of the alley, and his ball winds to the edge of the gutter before curving perfectly into the strike pocket beside the head pin.

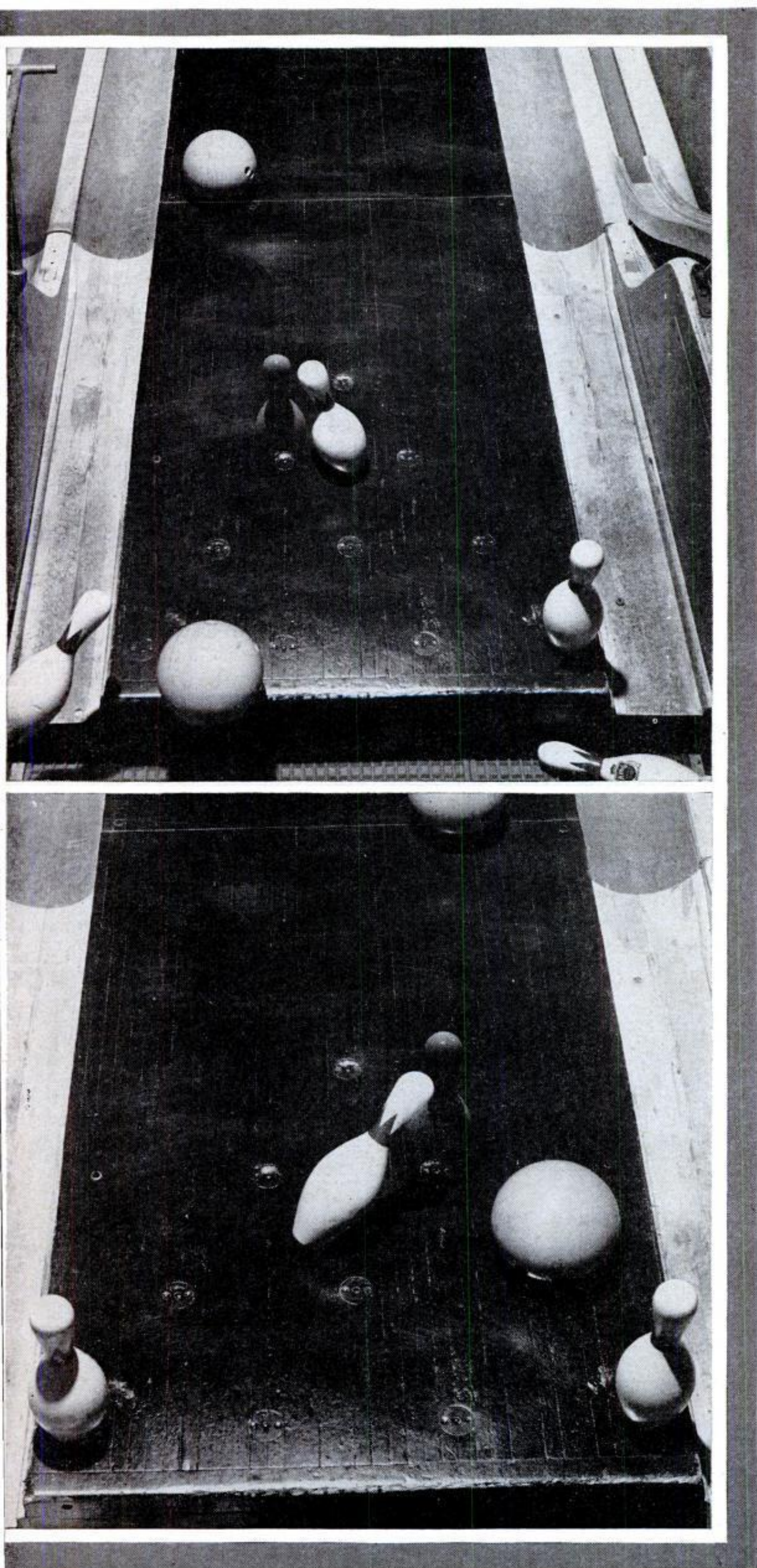
TECHNIQUES

The hook beats the straight ball because it splatters the tenpins

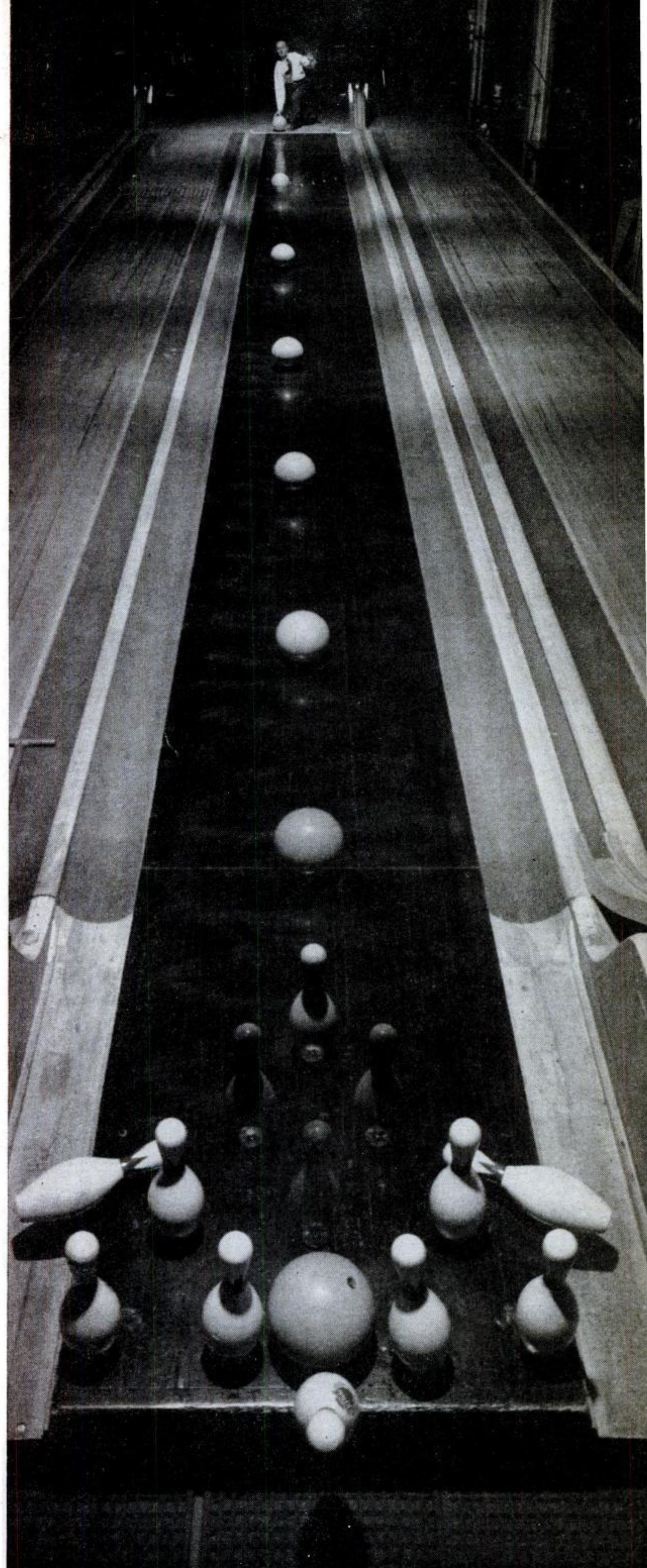


THE SPLIT SHOT is used to salvage spares on the second roll. "Baby split" (*top left*) is fairly easy. Ball strikes the side of one pin and is then deflected into the other. Split demonstrated below baby split is considerably more difficult. Ball must take both front

The two basic bowling deliveries are the hook (*far left*) and the straight ball (*right*). The hook bowler brings his hand across the top of the ball, imparting a spin which makes it curve. Most top bowlers use the hook. The straight-ball bowler tries to overpower the pins by brute force. But a hook delivery which is spinning powerfully—"working," as the bowlers say—tends to scatter more pins than a straight ball and avoid the dreaded "railroad" split, which leaves one pin on each side of the alley. Only the most desperate ever try to overcome this split. But the conversion of common splits into spares is vital. A spare is scored when a bowler's second ball knocks down all pins left standing by his first.



pins by going squarely between them, and the pin on the right must also knock down the one in the corner. Above (*top and bottom*) are two versions of a split most bowlers call "the cocked hat." If ball strikes front pin properly—i.e., on one side—all three will fall.



THE STRAIGHT BALL is delivered from side of alley. But here ball has smacked the head pin squarely; it is not spinning to "mix" the pins, and Benkovic will get a "double pinochle" split (two pins on each side), making it almost impossible to pick up the spare.



THE 10 BEST BOWLERS in the U.S. are headed by Andy Varipapa, the best in the world. Behind Varipapa (*by rows*) are Joe Wilman and Buddy Bomar; Paul Krumske, Ned

Day and Tony Sparando; Junie McMahon, Joe Norris, Walter Ward and George Young. These men have bowled a total of 239 perfect games (*i.e.*, 12 consecutive strikes).

CHAMPS

These veteran bowlers are the country's best

The 10 men in the picture at left constitute an all-American bowling squad of true championship caliber. Half of them make part or all of their living by giving exhibitions and bowling instruction. Andy Varipapa (*left, foreground*) is the world's most versatile trick-shot artist and for the past two years has also won the U.S. match-game championship (*LIFE*, Dec. 29). Varipapa also possesses the highest 10-year average in American Bowling Congress tournaments (204.65 pins a game). All of these stars are entered in the tournament which is now under way (*below*), but the only A.B.C. singles champion in this picture is Junie McMahon (*back row, left*), the 1947 winner. The A.B.C. title usually is won by an unknown bowler who gets blazing hot and manages to stay that way for every roll during his three tournament games.

Champion bowlers are as individualistic as lesser contemporaries who seldom stray from their hometown alleys. Varipapa jumps into the air and clicks his heels together after a strike. Walter Ward bowls with an unlighted cigar clamped in his mouth. Ned Day (*behind Varipapa*) is a picture bowler who floats up to the foul line with the easy grace of a ballet dancer. But no picture bowler is 5 foot 3 inch Catherine Fellmeth of Chicago, 1946 women's all-events champion and probably the No. 1 woman strike artist in the U.S. No other topflight bowler, man or woman, uses such a high backswing to deliver the ball (*opposite*).



THE 1948 A.B.C. TOURNAMENT rolls on in Detroit on 40 specially constructed alleys. Final entry list included 7,348 five-man teams. At the beginning of a tournament

the alleys are so new and slick that wide-breaking hook deliveries do not "wind in" properly, and big-name bowlers prefer not to compete until others have broken them in.

CATHERINE FELLMETH GETS READY
TO BOWL A STRIKE FROM THE PEAK
OF HER PERPENDICULAR BACKSWING





THE DREAM HOUSE ITSELF was constructed on a California lot made to resemble the terrain of the story's locale, Connecticut. Lined up in the foreground are the principal figures associated with the movie. Left to right: Assistant Director Jimmy Lane, Harry Shannon (Mr. Tesander, the well-digger), Co-producer Norman Panama, Connie Mar-

shall (Betsy Blandings), Cary Grant (Mr. Blandings), Director H. C. Potter, Myrna Loy (Mrs. Blandings), Sharyn Moffet (Joan Blandings), Melvyn Douglas (Bill Cole, Mr. Blandings' lawyer and best friend), Cameraman James Wong Howe, Co-producer Melvin Frank, Louise Beavers (Gussie, the Blandings' cook), Unit Manager Jimmy Anderson.

Mr. Blandings Goes to Hollywood

Unlike most authors, he likes what the movies did to his best-seller but finds it even more confusing to make a film than to build a house

by ERIC HODGINS

EVERYONE told me it would be terrible, and I believed everything they said. The movies had bought my book, *Mr. Blandings Builds His Dream House*, and it was in my contract that I would spend a number of weeks in Hollywood as a—what? The legal department of RKO Radio Pictures obviously didn't want to commit itself, so nothing was specified except the number of weeks of my employment (vague) and the salary per week (not vague). "Since nobody will pay any attention to you," said one of my best and wisest friends, "take along all your notes on your next novel and work on that. Hollywood is ____." He then told me what Hollywood was. I had heard it before.

Suddenly I was there. I admit there is nothing like a stranger's first contact with the Los Angeles Extended Area Telephone Directory to make a man feel that he is friendless in an old Czechoslovakian customs house with a hangover. But I finally reached my agent (whom I had never met) and was directed to his house. There I had my first surprise: he was gentle and genial, with a quizzical, humorous cast of mind, and not at all the flesh-peddling Trafficker in Souls I had expected.

He asked me what was the first thing I wanted to know.

"What is my status out here?" I asked him.

"The lowest of the low," he said, with a reaction time that was suspiciously quick.

There are comforts in touching bottom: things are good and solid there.

"That's a slight oversimplification of a very complex problem," he went on. "There are a good many types of writers out here. Your type is the Visiting Working-Writer—I guess. A Visiting Name-Playwright-Writer is far above you—not only above but askew-above. But to give you an idea of the richness of the categories here, you should know that there are Contract Writers and Free-Lance Writers; Action Writers, Gag Men and Original-Story Boys. In a wholly different kingdom are the Resident Gin-Rummy Writers and the Visiting Hate-Hollywood Writers. I believe the real hope for the future belongs, however, in the Hyphen Men—Writer-Directors, Writer-Producers or even Writer-Director-Producers. Some of this at present is pretty lofty and sometimes hugely successful, but even so anything that has the word "writer" in it is apt to indicate Depression, in either social status or the mental outlook expressed on a psychoanalyst's couch."

He took a sip of bismuth subnitrate and continued.

"There is a great veneration for Books out here, really a great veneration. This almost never includes their authors. I have been puzzling about this for 20 years and do not yet know the answer. You, as a small example, have written a book which is fairly well known here—at least well-enough known to have been bought by a studio, but nobody has ever heard of you. That is an advantage I would hang onto if I were you. It won't be difficult, I assure you, but for heaven's sake remember its importance. It will also

Mr. Blandings Builds His Dream House, by Eric Hodgins (right), first appeared two years ago in the pages of LIFE's sister publication, FORTUNE, with which Mr. Hodgins has been associated off and on for more than 14 years. Subsequently it was condensed into a LIFE article (April 29, 1946), reprinted in the *Reader's Digest* and finally expanded into a full-length novel which was selected as a Book-of-the-Month.

Mr. Blandings is a study of the nightmare aspects of home-building. Its hero is a New York advertising man who, like so many rising executives, decides he wants to live in the country. He is lured into buying a house so decrepit that it has to be torn down, decides to build a new one and ultimately spends four times as much money as he had intended. In the process Mr. Blandings is bilked, bamboozled and betrayed by almost everyone he meets. He ends up with a deflated bank account, a case of the jitters and a fine house.

Now *Mr. Blandings* has been made into a movie. Author Hodgins was asked to go to the RKO studios in Hollywood to help with the script. Unlike most authors, he thinks that Hollywood did full justice to his book and is generally a fine place. But during the movie production he witnessed a snarl of difficulties which made building a single house seem simple indeed. On these pages Mr. Hodgins, who modeled Jim Blandings on himself, describes how he went to Hollywood and what he found there.



leak out from the payroll department or somewhere that you are here for only a limited time, and that also will be good, for no one will think you are trying to Crash the Movies. But I think your best asset is the people you are going to work with. There is a very serious fungus out here known as Condescension Toward Your Work, but your boys are not afflicted with it. Have you met them?"

I said that Norman Panama and Melvin Frank were known to me only as names and as "co-producers" of the yet unborn motion picture about Blandings. I added that before I met them I would like to know what co-producers were and what they were co-with. It seemed they were co-with themselves and also co-with Dore Schary, executive producer of RKO. At present these co-produc-

ers were acting as their own script writers, i.e., adapting my book to a form suitable for the screen. There was more to this than I then imagined.

"They're young and hard-working and conscientious," said my agent. "And they do not think they are geniuses, which is a very good omen for them and everybody else. They graduated from the University of Chicago after having read Dr. Hutchins' Hundred Great Books with Professor Adler's help and then jumped straight into radio as gag writers for Bob Hope. This proves something important although exactly what it is eludes me. When Hope came to the movies they came with him. But they are gag writers no longer, and the co-producer title means that they are successful and can make their wishes felt even after their writing is completed. Are there any other questions you wish to ask?"

"Am I on the payroll?" I inquired with simple dignity.

"I'll doublecheck that," said my friend. "You were yesterday."

"I wasn't here yesterday," I said.

"Watch your talk, Buddy," said my friend, his eyes like slits.

However, I was on the payroll the next day and for some time thereafter.

I spent the rest of the day putting my luggage through the customs house, changing my money and trying to find which way downtown was. The last, in a place like Los Angeles, was a fool's errand if I ever heard of one.

THE next day dawned splendid and foggy. The taxi ride from my hotel to the studio was brief—no more than 35 minutes. The driver, noting my foreign appearance—gray hat, somber, heavy clothes, necktie knotted awkwardly through a semistiff collar, threw out a feeler: "You from the East?" I said I was. "I'm from the East too," he said. This had all the fascination of finding an old girl friend pounding laundry on the banks of the Irrawaddy, so I kept the conversation going by asking, "Where from?" He said, "Omaha. Where you from?" I told him I was from New York, and his conviviality faded. "Oh," he said, hunting for a way to relieve the awkwardness, "the Far East." We spent the rest of the trip in silence, feeling that our promising linguistic start had been beginner's luck.

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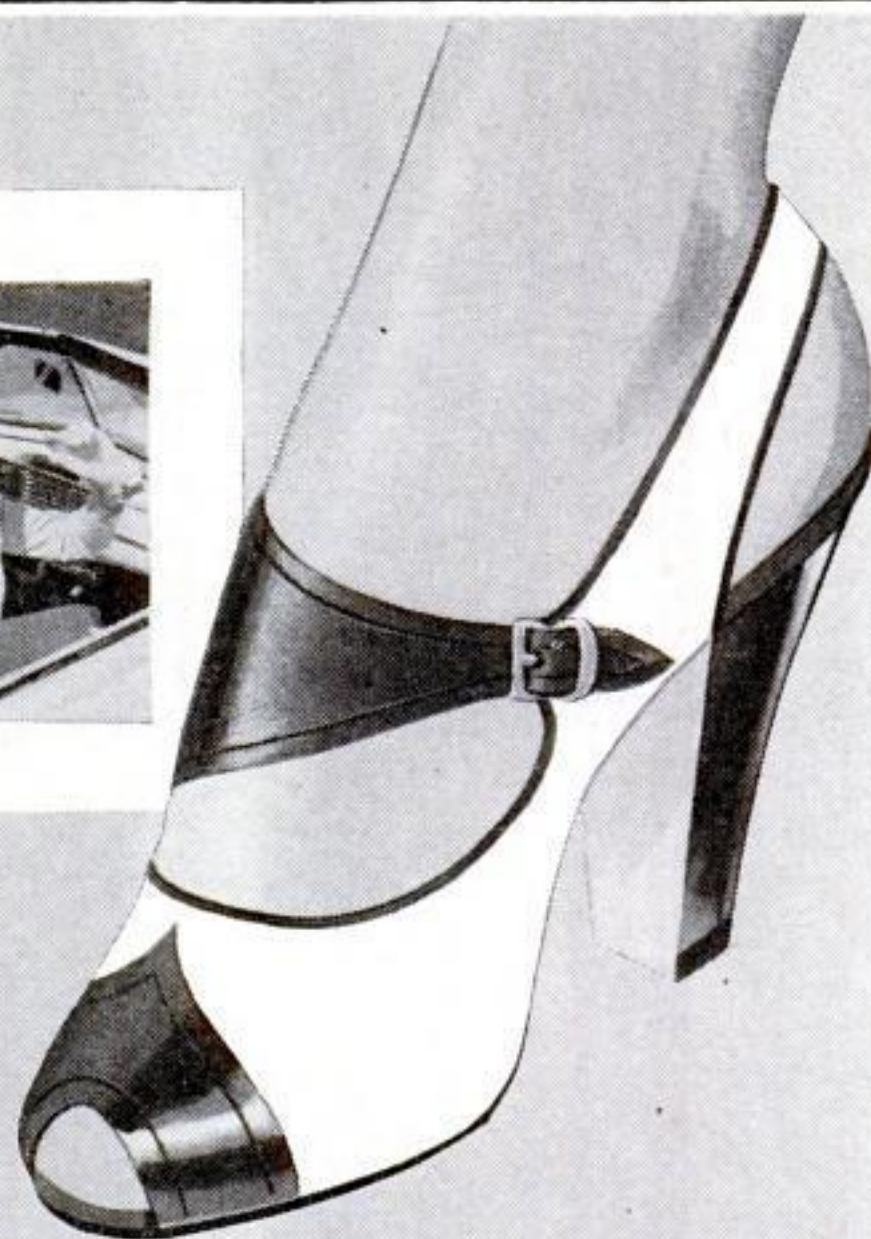
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OLD HOUSE WAS BUILT merely for a few feet of film in movie. Studio workmen took great pains to make it look like a rickety Colonial structure.

BLANDINGS IN HOLLYWOOD CONTINUED

Somebody knew I was in Hollywood. "Your name is on The List," said the keeper of the front door, meaning that he had already been instructed to admit me without the full FBI treatment. I groped toward the office of the Messrs. Panama and Frank. We were introduced and spent the first five minutes asking each other how we were. It turned out we were all fine. Panama and Frank had a slight conversational edge on me, for they could continue to ask me if I had had a good trip, whereas I had no similar device. Gradually a genial but total silence fell.

Finally Panama or Frank, whichever was at the moment the hardier, dredged up a question fraught with chaos: "What would you like to do here?"

The silence fell again. I did not know. I thought they knew. They thought I knew. So here was Hollywood, just as so many people had bitterly described it.

In half an hour we had worked out a plan. They had about half of their first preliminary script down on paper. Why shouldn't they give it to me and let me write a critique of it? Whoever suggested it, it had the clean, antiseptic flavor of occupational therapy about it.

If it was occupational therapy, it cured the patient. It cured the patient of any feeling that there was anything easy about writing, constructing, devising or otherwise collaborating, no matter how slightly, in the making of a motion picture. Discussing their 80-page half-script, I wrote 20 pages of comments, wise beyond my years, which were then 48. The comments said, in general, that the



FLOODED EXCAVATION plagues Mr. Blandings in film. Actually the movie-set excavation (above) leaked so badly that large pumps had to keep refilling it.



OLD HOUSE WAS TORN DOWN after Blandings and his wife had been photographed inspecting it. In the story it turns out that house is beyond repair.

script was most promising but had certain obvious faults. Now I am 49, and with a new maturity has come a self-questioning about those 20 pages.

All this was the work of a day and a half. Panama and Frank took my critique and vanished. I used the opportunity to take stock of my studio surroundings. It was a good thing I did because almost immediately I encountered Mr. William Fadiman, younger brother of *Information Please* and executive assistant to Dore Schary for Stories. With naval courtesy never exceeded by a British vice admiral in the 1850s he expressed the hope that my working quarters were at least adequate: the studio was badly pressed for space.

To this I answered yes, which was a lie. They were not adequate; they were superb. I had by now discovered why the Messrs. Panama and Frank had disappeared; in their script-writing phase they work in each other's laps, and besides this they work almost entirely at home. So my cramped quarters consisted of a three-room office suite, in the middle of which sat a lovely, raven-haired girl who was the Panama-Frank secretary, Miss Mildred Kaufman. She, like myself, was from the Far East, and she was a great companion—in the mornings. In the afternoons she went out to the Panama home in Beverly Hills and worked with her regular employers there. That left me in sole possession of about 500 square feet of floor space—ample even for a roving editor of the *Reader's Digest*.

FINALLY one day Panama and Frank reappeared. They had with them my 20-page critique and they were quite undisturbed. "You have one or two good points here," they said. (They talk collectively I should have added; they constantly interrupt

CONTINUED ON NEXT PAGE



CALIFORNIA'S FOG was not in the plot and infuriated Cameraman James Wong Howe (above). It often held up shooting for hours at Dream House site.



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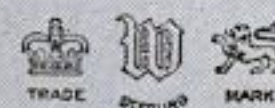
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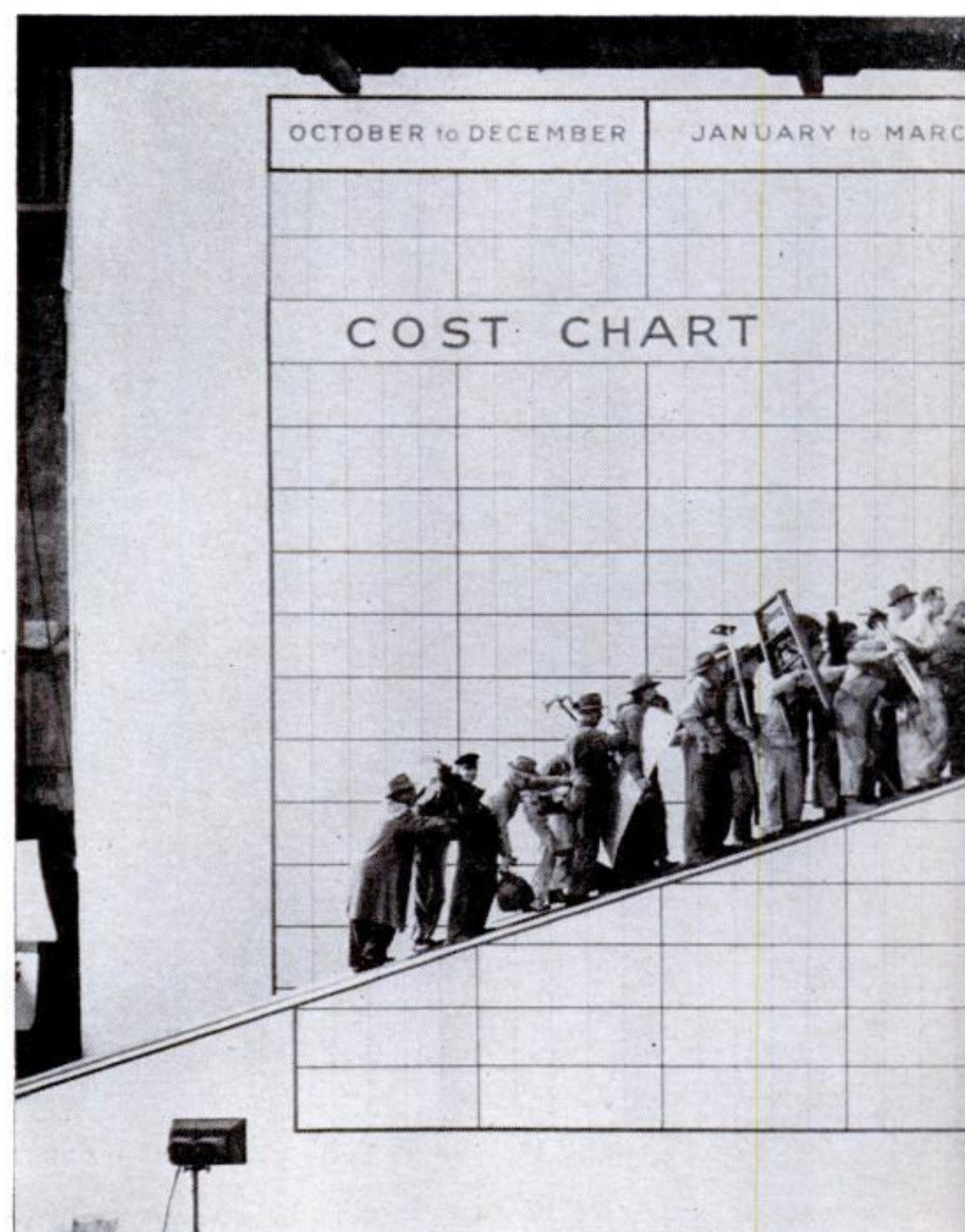
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COST CHART of Dream House was constructed for movie in large proportions so actors could actually stand on an inclined platform. It shows a small

BLANDINGS IN HOLLYWOOD CONTINUED

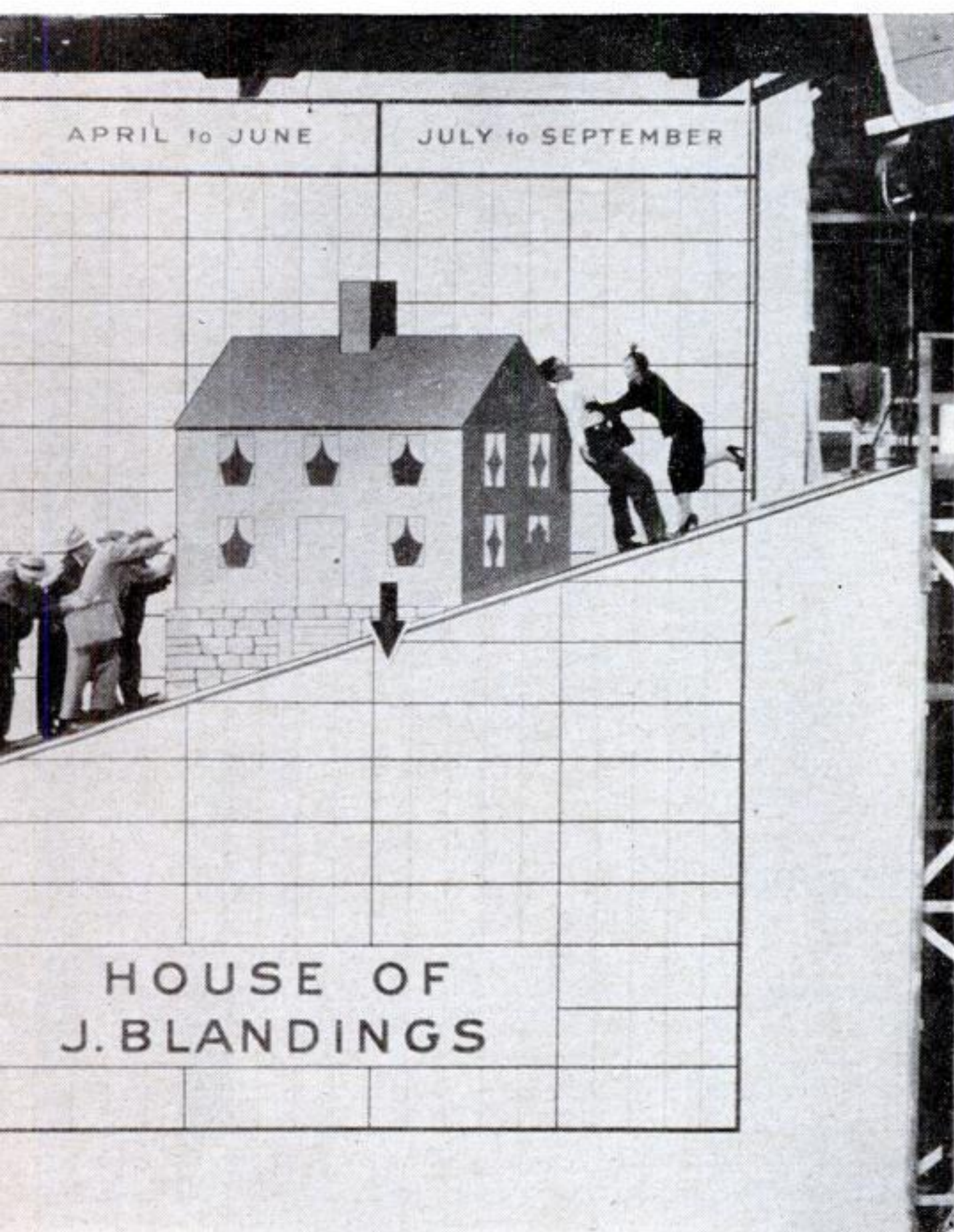
one another, and the effect is like a basketball team approaching its opponent's goal at high precision speed.) "You go on quite a bit about Scene 39; you don't seem to like it."

I said I didn't.

"Well," said they, "we don't like it very much either. So why don't you try it? Write it the way you like it, and we'll criticize. The same with the other scenes you don't like."

My last attempt at dramatic invention had been in college, and although I had seen my effort produced I had resigned from any competition with Anton Chekhov long before he even knew he was being followed. But now I had a ream of copy paper and a typewriter and an invitation to do anything I liked with the combination. I was in clover. As for my handling of Scene 39, it was masterly. One thing obviously wrong with the original was that it took three pages to say what could clearly be said in one and a half. When I got through with a sharp, incisive cutting of my version, Scene 39 was seven pages long and had wrecked the plot in three places. As I took my first gulp of Amphojel I reflected that even the worst script-writing must take a whopping amount of brains. When I finished several successive revisions of Scene 39, it was with further recourse to the Hollywood writer's standard pharmacopoeia of aspirin, Benzedrine and Seconal. I then discovered that I was mostly recopying what Panama and Frank had written in the first place, except for a few differences in conjunctions. It was generally acknowledged, however, that I had written one line which might prove useful, and I was gratified to see it turn up in many successive drafts. For the benefit of the moviegoing public, however, I might say that Scene 39 does not appear in *Mr. Blandings* at all, in anybody's version.

GRADUALLY the fall came and with it the beginning of shooting from a script that by now was a mosaic of compromises. No man's ideas had dominated—certainly not those of Dore Schary, the Official Last-Word Man. And certainly not those of the director, H. C. Potter. I stood in considerable awe of this gentleman, not merely because he had a notable string of stage and screen successes to his credit but because his grandfather had



army of workmen pushing the cost of the house up and up while Mr. and Mrs. Blandings try vainly to keep it down. This scene was later cut out of picture.

been a bishop in the same diocese where my father had later labored in the ranks of the clergy. Bishop Henry Codman Potter had put the diocese of New York on the Episcopal map; I fervently hoped that his grandson would have the same ability to put over a screenplay with which I had some connection.

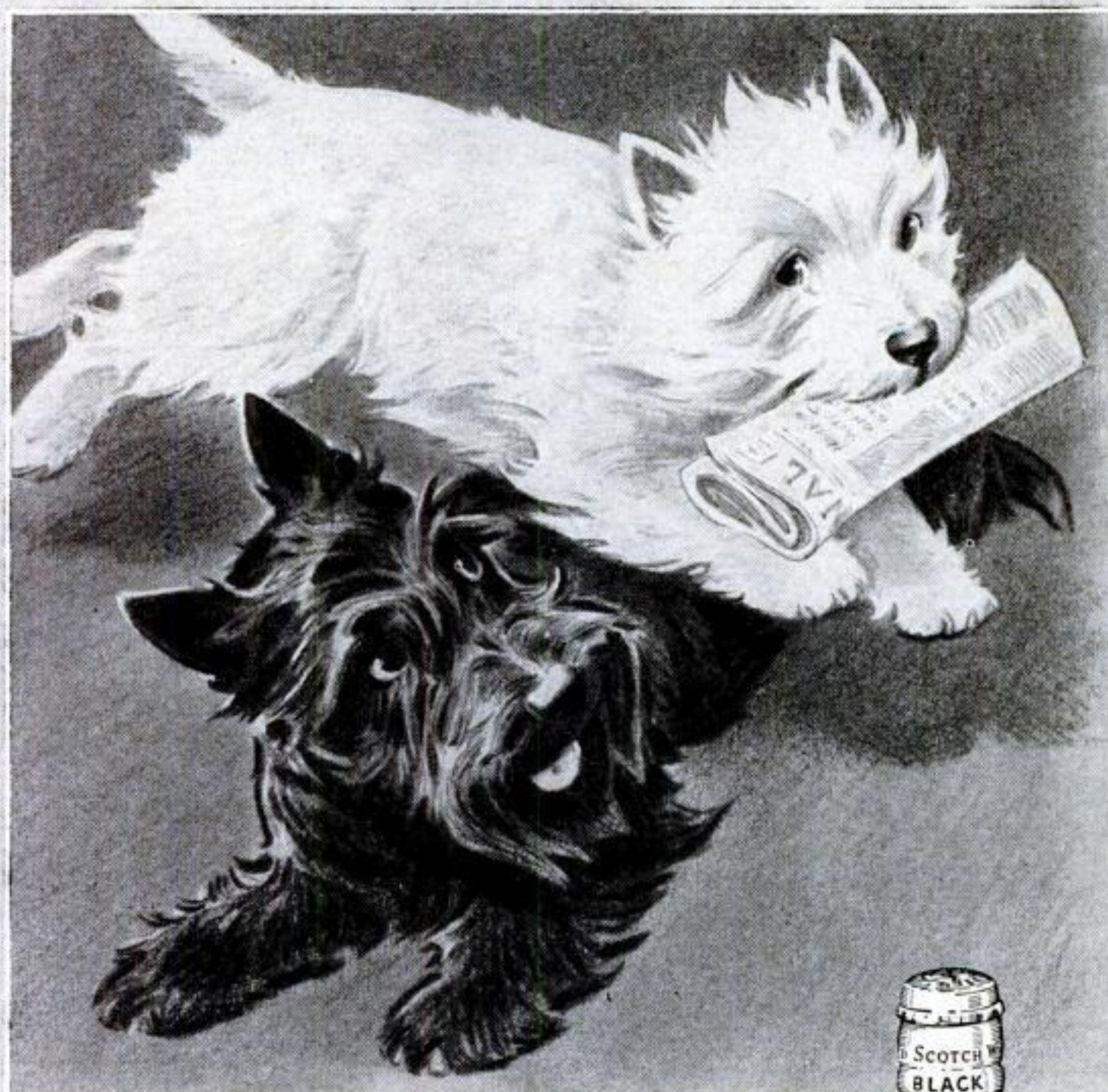
But directors also have assistant directors. As far as I can remember it was the Messrs. Kaufman and Hart in *Once in a Lifetime* who smeared this whole group of hardworking and semianonymous men by the pretense that their capacities were limited to a) moving the director's canvas chair, by instinct, to the point where they knew the director would next want to sit down and b) nothing else. It was a cheap trick.

The assistant director for *Mr. Blandings* was a young man named Jimmy Lane. As associates in a unique set of troubles he had Alex Finlayson as second assistant director and Jimmy Anderson as unit manager. Here is the sort of thing with which they had to contend:

The plot of the picture requires that an old house, bought by the Blandings' for its antique charm and value, be torn down. This happens in front of the camera. The Blandings' Dream House must then be built on the identical spot, some of it in front of the camera but by no means all. The plot also calls for a lot of trouble with the excavation over which the Dream House will stand. Could excavation be made and house be built on the same location in natural sequence? No, it could not. This answer was partially economic and partially physical. Natural sequence would not only involve days and days of dead time for the distinguished and high-priced cast; it would also wreck the location as, successively, the old house was torn down, the excavation dug and the new house put up. So another location had to be found; in which two thirds of all structures, trees, fences—two thirds of *everything*—had to be completely duplicated. Mind you, the task of creating rural Connecticut in California's wholly dissimilar San Fernando Valley was no cinch to begin with, since the majestic oaks were bolted together and their leaves wired on, and they clanked when struck. (The stone walls went *click*: they were plaster.) To do two thirds of this enormous labor not once but twice, to hunt and hunt for a new location with background and topography enough like the original so that the Special Effects Department could make them seem identical seemed

CONTINUED ON NEXT PAGE

Special Delivery



Blackie:

"I hope you're the bearer of good news, Whitey."

Whitey:

"As far as I'm concerned, Blackie, the best news would be another boatload of BLACK & WHITE."

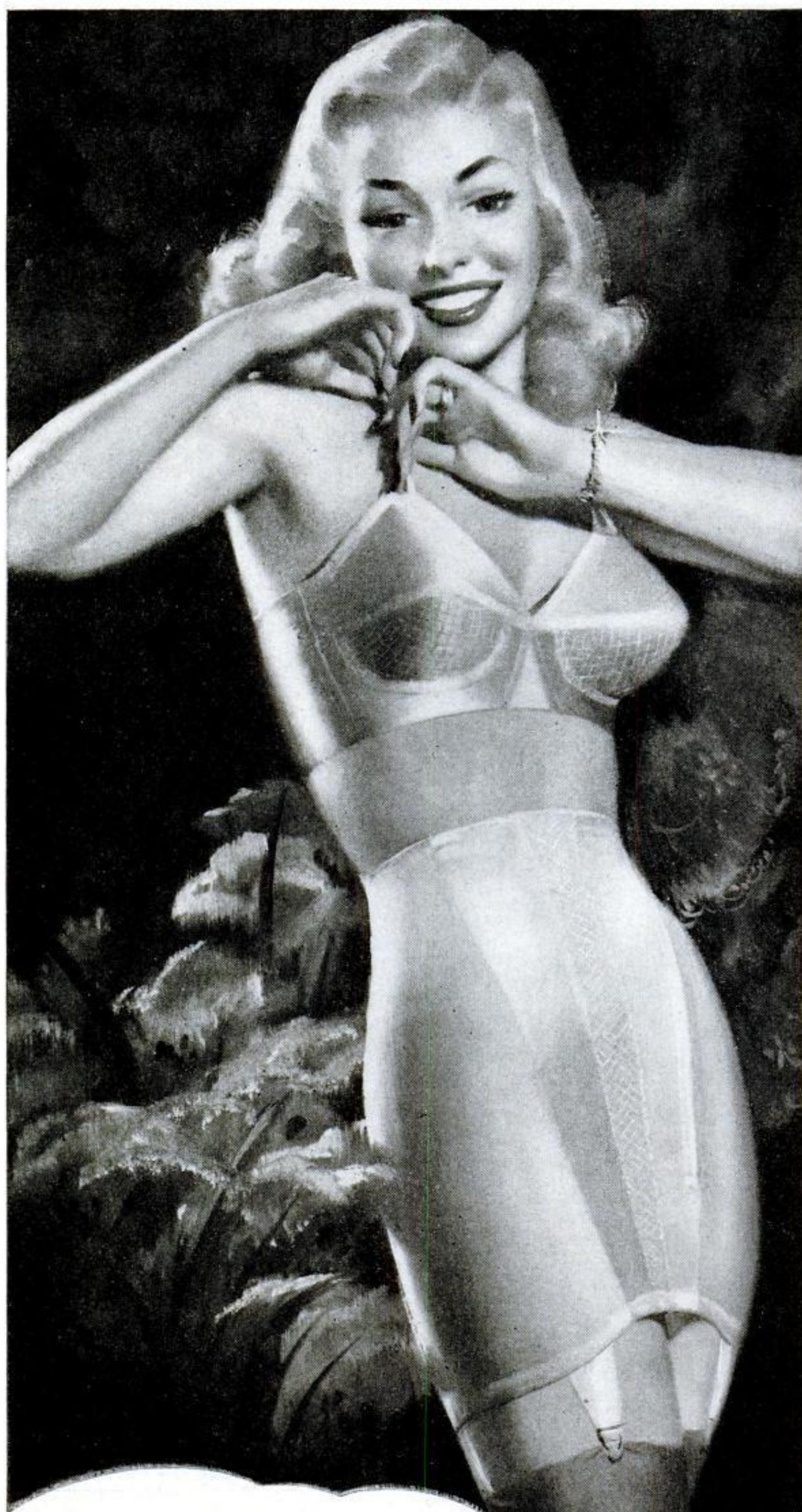


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WELL-DIGGER is one of many in the movie who mystifies and bilks Mr. Blandings. He digs down 227 feet (at \$4.50 per foot) before striking water.

BLANDINGS IN HOLLYWOOD CONTINUED

to me, an outsider, an incredible labor. But it was done. In this shadow zone, where artistic venture, infinite mechanical arrangement and cold economics all mix and merge, Jimmy Lane and Alex Finlayson and Jimmy Anderson had to do their work. It is a zone often without enough light to see your way clear, but you have to come out at the right place regardless of the murk. Thus it was that *Blandings* came out with two locations in addition to the sets on the studio stages back in Hollywood: the "house location" and the "excavation location." The two appear as one on the screen, but it took weeks of thought and management to produce an effect for which the sole demand was that *the audience would not notice any effect whatever.*

It is the ungraciously condescending ignorance of such matters that makes me think the Visiting Hate-Hollywood Writer such a boob. Perhaps Hollywood is overorganized. Most certainly there is a clash between the movies as big business and the movies as artistic ventures. Would it interest you to know where a large part of this comes from? It comes from the weather. Because of the weather every exterior set must have its "cover set"—that is, an alternative interior to protect the schedule and keep shooting in progress even if there is fog or rain outside. Dollars pour out by the second while shooting progresses, and everyone feels this hard pressure—everyone from topmost stars to newest grips boy. In *Blandings* the weather affected Myrna Loy's life beginning every day at 5 a.m. when she rose to be made up for the day's job. Would it be for the planned location shooting or for the cover set? Hollywood has a weather service about as good as that of the U.S. Air Force. It has to.



CARPENTERS walk out when Mr. Blandings complains. He begins a speech urging them to stay, then learns it is Saturday noon, therefore quitting time.



LABORER finds a gushing spring right under the excavation, thus making well unnecessary. He obviously looks on Mr. Blandings as a complete moron.

I suppose it is this sort of duplication which appears in every guise that gave some Hollywood columnists the idea that it had "cost RKO \$70,000 to build nothing more than the façade of Blandings' \$25,000 house," which is simply not true. But by my own unofficial back-of-the-envelope estimates, the running expenses on *Blandings* must have been something like \$37,000 a shooting day. There was one huge studio set, built at great expense, for which the camera had to be set on staging some 25 feet above the floor (pp. 112-113). Cary Grant and Myrna Loy had the job of acting on an inclined plane (with no guard rail) some 60 feet above hard concrete and were in position just as I walked nervously into the studio. (I was always expecting something disastrous to happen when I showed up, because I am *really* Mr. Blandings and Cary Grant is nothing but a handsome, gifted interloper.) But he was never more gracious than on this morning, when he somehow spotted me in the crowd and yelled, "Show Hodgins how it looks in the camera." I am sure at that moment Hank Potter wished I were in his grandfather's hell, but there is a certain politeness between top stars and directors that is seldom violated, so I got my look. It must have taken me at least three minutes to climb the ladder, clamber over braces on the staging, have my look in the camera (it was fine) and climb down again. I made the mental calculation that my look had cost the studio \$550, and when I was back on the floor again a Nameless Wit, closely connected with the picture, whispered in my ear, "That is the sort of thing that makes Floyd Odlum turn over in his swimming pool." (Financier Odlum has been chairman of the board of RKO for several years.) Yet in another sense maybe my look didn't cost anybody anything: the whole scene was cut and the investment in the set completely lost because, in the end, nobody liked the way it played, not even the man who suggested it in the first place.

CONTINUED ON NEXT PAGE



PAINTER delivers a tirade at Mr. Blandings who, while lovingly carrying his wife into the new house, has tracked all over its freshly varnished floors.

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PRODUCERS and film adapters of *Mr. Blandings Builds His Dream House* are team of Norman Panama (left) and Melvin Frank. Mr. Hodgins admires them.

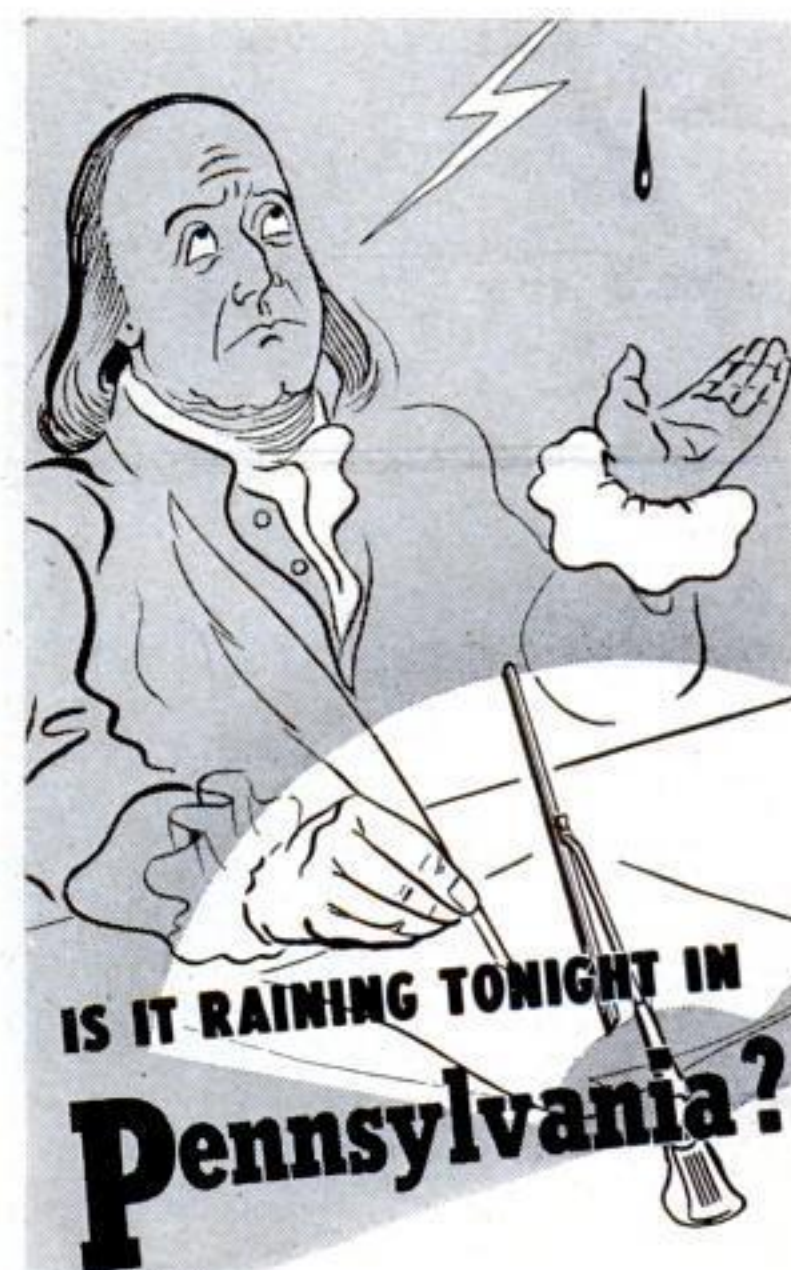
BLANDINGS IN HOLLYWOOD CONTINUED

The human imagination is not rich enough to dream up the things that will cost dozens of minutes and thousands of dollars. I remember once watching the shooting of a studio scene which depicted the breakfast nook of the Blandings' crowded New York City apartment, near the picture's beginning; it went wrong seven times in a row, after Hank Potter had said, "O.K." and Jimmy Lane had sung the assistant director's chant, "All-right-quiet-please-boys—roll'em." The scene began and was first flagged to a halt by the sound man for that most frequent of reasons—microphones picking up the mutter of airplane engines over the studio. The second start was halted by the camera operator: something was wrong with the way the lighting struck Miss Loy's left eyelashes. The chief cameraman, the Chinese-American James Wong Howe, who had had everything to his satisfaction 15 minutes ago and was trying to get a moment of leisure on a couch, whipped back to the camera. After a few minutes it appeared that the trouble was not with the lighting but with the make-up—so Miss Loy's make-up man had to climb over half a dozen prostrate bodies, tangles of high-voltage cable and a miscellany of overstuffed furniture from other scenes to get to his problem. It then took him 10 minutes to get the eyelash to the satisfaction of Jimmy Howe. The third start was interrupted about half way by a script girl who pointed out that one of the little Blandings daughters had moved her arm when Miss Loy had uttered the word "undermine" instead of the word "education" as in previous takes. The fourth stop was another airplane, as was the fifth. The sixth stop did not waste much footage but it was one of the longest. The camera operator in a mixture of disgust and self-blame yelled, "Miss Loy's scrambled eggs have gone dry." So they had: they had been waiting to be eaten for more than an hour. A property man, with proper union sanction to act as a short-order cook, began heating up his electric stove again, reached into a whole crate of eggs thoughtfully provided by the Property Department, and scrambled and garnished two. That fixed that.

The seventh start really looked as if it would finish. The reason it didn't was no less a one than Cary Grant. He had only one line to utter: a line of stern parental rebuke that was to end the scene. He had now been waiting more than an hour and a half to deliver it, and tension tells even on the most experienced and adroit; when his line finally came up it was more than he could bear: in the middle of his sternness he broke into uproarious laughter. "Twenty minutes' rest for everybody," said Mr. Potter.

The next time it went through like a breeze. But I was beginning to realize that Blandings-like troubles are regular matters of course, even in the lives of normal men and women.

Let us, for example, take the matter of Theodore. Theodore was (and I hope still is) a canary. His sole function was as a prop and no sound was wished out of him. The Sound Department would do any singing necessary, at the right moment. Since all pet-shop canaries are Positively Guaranteed to Sing, the problem of finding a canary Positively Guaranteed *Not* to Sing was something with which no legitimate pet-shop proprietor would soil his hands, and recourse could be had only to a vast shadowy underworld in which a soundless canary might be discovered. The underworld came through and, true to its curious ethics, did indeed deliver a canary



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CONTINUED ON PAGE 121

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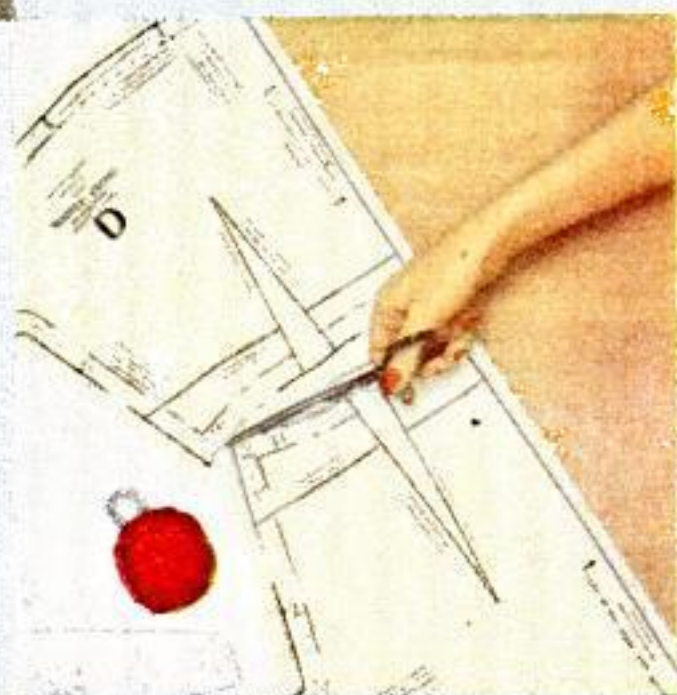


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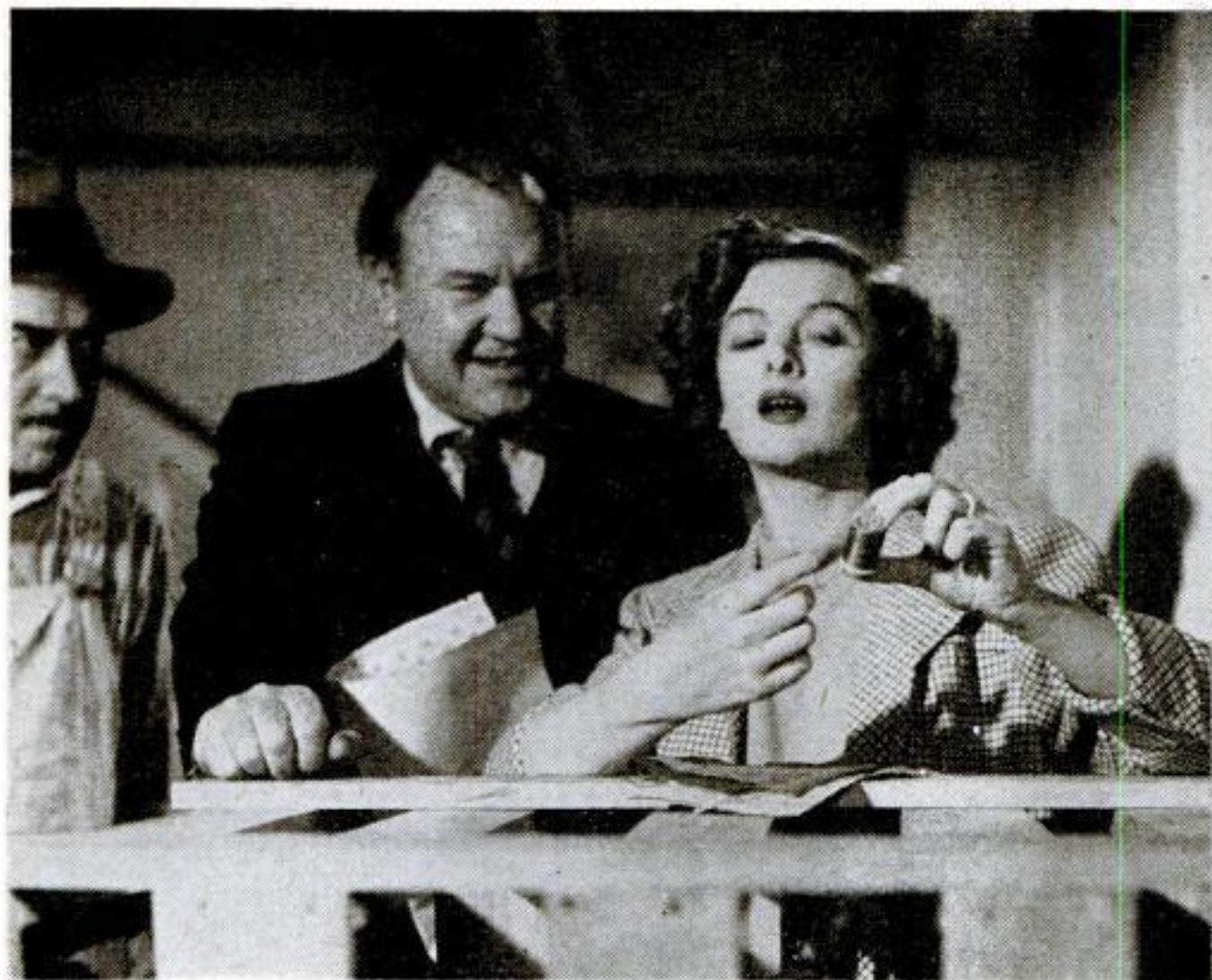


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CHOOSING PAINT, Mrs. Blandings lectures lengthily on an exact shade of red ("just like this thread"). Later the contractor coldly orders plain "red."

BLANDINGS IN HOLLYWOOD CONTINUED

that never sang. Nothing had been said about cheeping, however, and beginning on the dot of 4:30 every afternoon Theodore would let go with a series of cheeps, above which not even the deep-voiced Melvyn Douglas could make himself heard. Every possible remedy was discussed: a radical school favored an operation on Theodore, but this was quickly dismissed as inhumane. Finally Theodore won out: scheduling had to be rearranged.

I DO NOT want to give the idea that all Blandings-like troubles were on this level. Some of them were puzzles for the higher powers of the intellect. For example, how much should Jim Blandings, advertising man, get as salary? I had left this question unanswered in my book but threw in several vague allusions that would lead the reader to suspect he got \$25,000 a year—i.e., was pretty close to the top of his profession, excluding its proprietors. Panama and Frank knew from experience that the salary would have to be explicitly stated in the picture, and also that \$25,000 was far too high: to the average moviegoer a man earning that amount has no troubles. They thought Jim should get \$10,000. It was a very tough point, for it involved the whole question of how much house a \$10,000-a-year man could realistically think himself able to buy—and the RKO Art Department, Construction Department, Property Department and many other departments wanted to know, quick, so that the house could be designed. There was bound to be an inconsistency somewhere, for you obviously could not dress the beautiful Myrna Loy in the actual costumes that a \$10,000-a-year man's wife can wangle out of a department store at current prices. (Couldn't you, though? It's the sort of thing the British pictures do with such pleasant realism.) But the price level was rising fast, so Jim Blandings had to be given a grudging \$2,000 raise. But then the inflation spiral in the real world began shooting up so fast that Jim was rather hastily given another boost and finally appeared in the picture as a man earning \$15,000 a year. This may turn out to be pretty quaint if the picture appears in revival around 1952.

INDEED, as I saw it, the shooting of a movie is the one thing in the world more harrowing than the building of a house. As a small but perfect example, the men hired from the Screen Actors Guild to play the parts of carpenters building the Dream House, couldn't make the grade of reality: it takes real carpenters to handle carpenters' tools. So a vast hocus-pocus arose from Hank Potter's desire to use real carpenters as actor-carpenters; it was fine with the carpenters but not with the Screen Actors Guild. The eventual solution was that the actor-carpenters were paid standby time for doing nothing while the real carpenters acted their parts for them and were paid according to the regular carpenter's scale.

I must say I found twisted joy in some other things that happened while the shooting went on. Perhaps the happiest thing of all—from my viewpoint, not Mr. Potter's—was the trouble with the Dream House excavation. The book depicted the excavation as flooding from an uncovered spring and the picture here followed the book quite closely. The actual shooting situation was precisely

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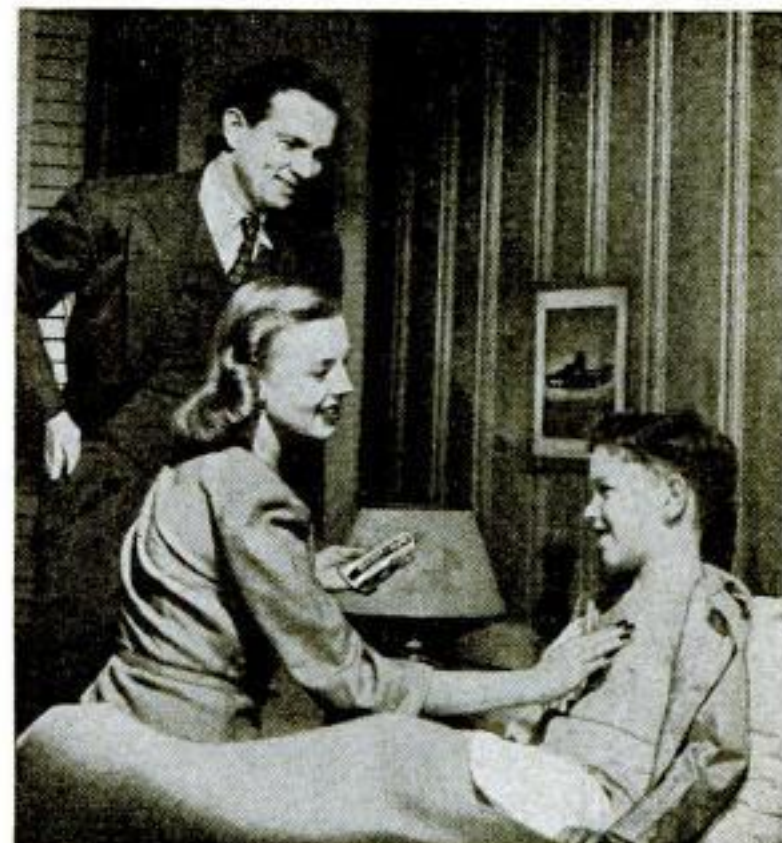


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the reverse: the excavation could not be made to hold water. Its base was decomposed granite, and the water leaked out as fast as it could be poured in. It took heavy-duty pumps, out of reach of the microphones and connected to the excavation by fire hoses churning out volumes of water per minute, to keep the excavation full. And the pump had to be regulated to replace the precise amount of water that leaked out, so that the "flooded" excavation's water level would neither fall nor rise.

THE really incredible thing to recite is that despite these woes the studio rated *Mr. Blandings* as an "extremely easy" picture to shoot. Hank Potter had a 60-day schedule: he "brought it in," as they say, in 65—and the five-day overrun was due to illnesses. In a storm scene near the end of the picture the water sprays and wind machines did such a good job on Myrna Loy that she came down with a bad cold. Melvyn Douglas, a sympathetic soul, to whom the script gave the inestimable privilege of kissing her five times (while being paid for it, the shame of it all), not unnaturally caught the same disease, and Hank Potter himself came down with something in the realm of psychosomatic medicine that was never really diagnosed. That was all the time lost. Yet I was told of a single day in which the cobweb-maker had run out of mix, the Sound Department lost the three phase, there were not enough silks for the twin broads and the gaffer was having difficulty in hitting Miss Loy with a peanut on a trombone.

[Translation: The cobweb mix is a plastic with which, through a spinnerette, is spun artificial cobwebs to make things look older. The three phase is the electrical circuit which provides power for sound equipment and cameras. Silks are photographers' light-diffusing fabrics mounted on frames and placed in front of the broads, which are floodlights. The gaffer is an electrician, whose peanut is an extremely small light mounted on an extension bracket, the trombone.]

That was about the time I left Hollywood.

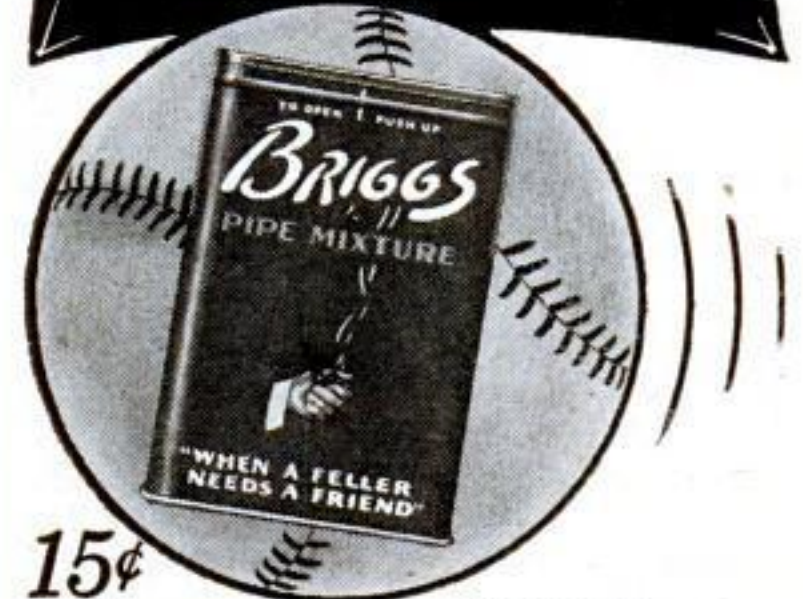
THE general thought with which I left Hollywood was that the people who are popularly supposed to lead Bohemian lives—actors and actresses, writers, musicians, directors, etc.—are actually hardworking, thoughtful, up-at-5-in-the-morning types and that it is the supposedly hard-as-nails, take-it-or-leave-it business types that cause the vast upheavals which give Hollywood its reputation for being crazy.

I have to walk on eggs here, for businessmen, unlike artists, are very sensitive. And since two organizations are involved in *Mr. Blandings* (RKO as producer and the Selznick Releasing Organization, for seeing that it comes to public notice), there are two of Everybody instead of only one. So Somebody got the extremely bright idea of getting builders to put up a number of *Mr. Blandings'* Dream Houses all over the country and eventually selling or raffling them off for charity, completely equipped and furnished. This involved "tie-ups" with local contractors, department stores, equipment companies and the like. The General Electric Company picked that one up in a hurry, and bang, there was a tie-up: all *Blandings* Dream Houses built would have G.E. equipment in kitchen and cellar—everything down to the light bulbs. Then later it occurred to Somebody in G.E. to wonder, at the 11th hour, *what kind of kitchen equipment was going to be shown in the picture itself?* East Coast called to West Coast to ask. West Coast said that the kitchen equipment was just prop stuff and there wasn't anything to do about it because the kitchen scenes would be shot two days later and the studio couldn't afford to wait. Hold everything, said G.E.—we'll have the stuff there in time! Getting it there even involved shipping a washing machine and a refrigerator out to Hollywood by air to make sure that the very latest models would appear on the screen. Everything arrived in time, was duly installed and the kitchen scenes were shot without delay. Somebody at G.E. had saved the day....

At last there came the evening of the Sneak Preview of *Mr. Blandings* in a Los Angeles theater, unannounced and unheralded. And a little after it was over, a lot of angry telephone bells began ringing and heavy accusations were hurled and denied and hurled again. *Where was that kitchen scene?* A local G.E. man had been in the audience and he damn well wanted to know. So did a lot of other people, over the next few days. By now you well know where the kitchen scene was: it was on the cutting-room floor.

THIS account, I suppose, should end on a note of high social comment on Hollywood. But I am afraid I have none to make and perhaps that is just as well, for it might be hard indeed to find one not made already. An utterly simple remark made to me when

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NO BLOTTER NEEDED
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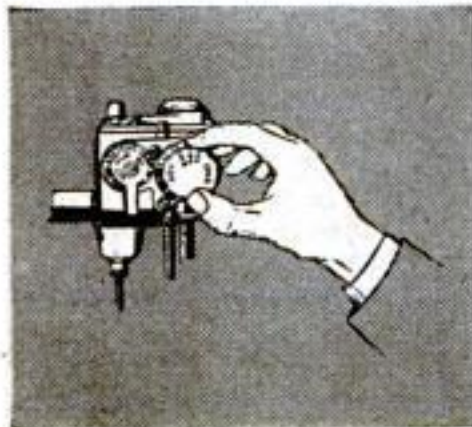
What the new **AUTOMATIC WATER HEATERS** have in store for **YOU**

With extra bathrooms, showers, automatic washing machines, and other hot water needs—it's important for you to get the right type and size of water heater.

By *R.E. James*
Heating Consultant

The old custom of the Saturday night bath wasn't so funny after all. People had to heat up hot water ahead of time. They didn't get it merely by turning a tap anytime.

But now you can have hot water without a second thought—if you choose your water heater wisely. The storage type is by far your best buy. Just be sure it's *automatic*. Then the water heats up as used.



Thermostat Dial

For example, with this new Rheem Gas Water Heater you simply set a convenient thermostat dial for the water temperature you want—say 140°. The Rheem heats the water to this degree—stores it until needed—then heats up more—quickly and automatically. There's nothing for you to operate, the burner goes on and off as needed.

Features to Look For

Be sure to ask about tank construction before you buy. The Rheem has a heavy gauge steel tank, fused with an *even* zinc coating to help prevent corrosion and leaks, and keep the water clean and fresh. It's guaranteed by the manufacturer.

This particular model has what the engineers call a high "recovery" rate. That is, it can rapidly heat up a fresh supply of hot water at a known rate. You can fill your washing machine with piping hot water to get your laundry clean and white—and then more will be heated fast enough for you to take a shower or do the dishes.

There's also an automatic safety cut-off for the gas if the pilot light should ever go out. And if you should move to another section of the country, you can take the Rheem along—because the burner is adaptable for any type of gas, including "bottled" gas.

New Electric Models

If you have an all-electric kitchen, there's an electric model water heater to go with it. You still should look for automatic operation and extra tank protection. The handsome cabinet design

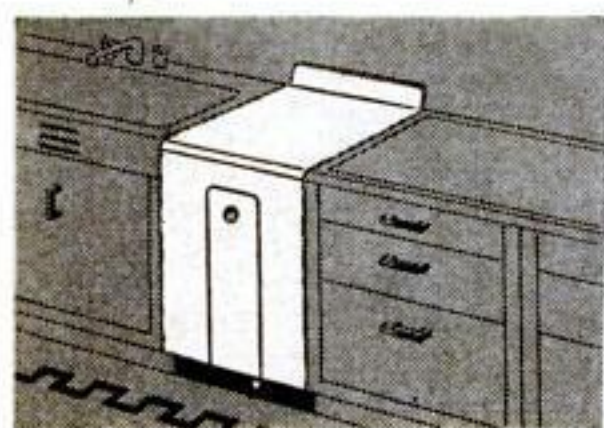
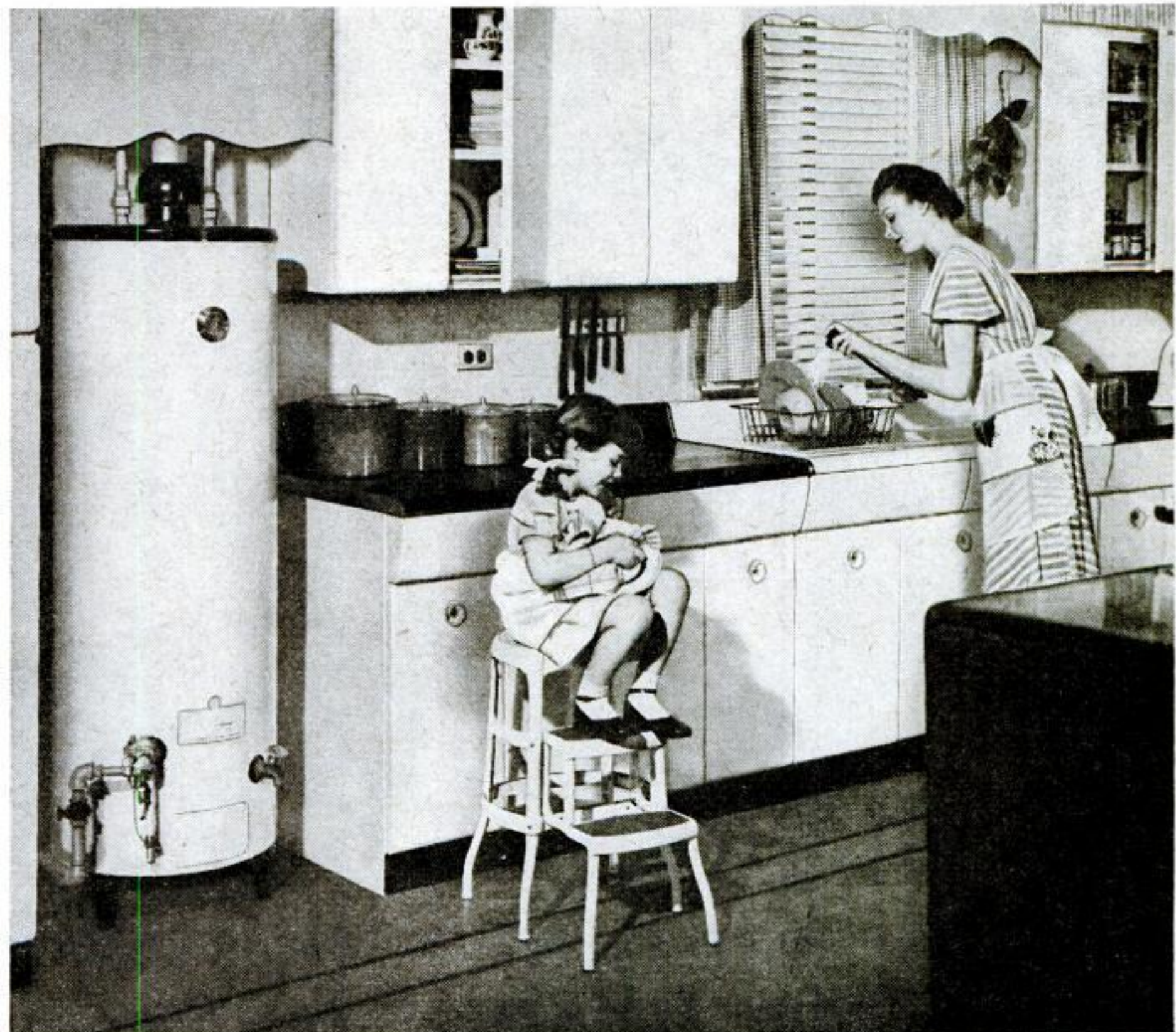


Table-Top Electric Model

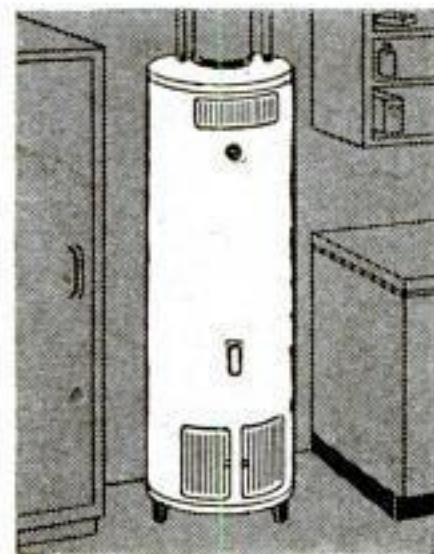


All the appliances in this modern kitchen are arranged for greatest convenience. The compact, automatic water heater blends well with the equipment and is located near the most frequently used hot water outlet.

shown here, although not made by all manufacturers, has some special advantages. This one is a Rheem Table-Top. It is installed right alongside your working cabinets, flush against the wall, and the flat porcelain top provides extra table space. Rheem also makes an upright electric model. Both operate on regular house current. They are easily installed in basement, kitchen or utility room.

Fuel Savings With Oil

If you're now using oil, you can get a water heater that is oil-fired too. The streamlined Rheem shown here operates on No. 1 grade domestic fuel oil. It's fully automatic, with a pot type burner that cuts oil consumption to a revolutionary new low.



Oil-Fired Water Heater


Whatever fuel you use, the *size* of your water heater is most important. It actually costs no more per gallon to operate a 50-gallon than a 30-gallon heater.

Good water heaters must meet certain rigid standards. For example, the Rheem gas models are approved by the American Gas Association and they carry the famous Good Housekeeping Seal of Approval. Rheem oil and electric models are approved by Under-

writers' Laboratories, Inc. In fact, Rheem is the world's largest maker of water heaters, with 11 large plants in the United States.

Where to Buy

Your plumbing dealer can advise you on the right size water heater for your home. Be sure to ask him about all these points. And Rheem will send you detailed information about its water heaters if you will fill in and mail the coupon below.



Rheem Manufacturing Company
Dept. L-4
570 Lexington Ave., New York 22, N. Y.

Please send me **FREE** detailed information on Rheem Water Heaters for
Gas (), Oil (), Electricity ().

Name _____

Address _____

City _____ State _____

Foreign affiliated companies in Brisbane, Melbourne, Sydney, Rio de Janeiro, Singapore, and Hamilton, Canada.

Home Heating Fluid WATER HEATERS

Mail This Coupon Today —

Alka-Seltzer

At all Drug Stores
in U.S. and CANADA

30¢ and 60¢



Every time I take a trip... I put an EXTRA in my grip.



I keep an EXTRA in the car... RELIEF, no matter where we are.



An EXTRA in your desk is wise... When after-dinner gases rise.



I keep an EXTRA tucked away... Ready for a "headachy" day.

fast Relief

For HEADACHES
ACID INDIGESTION
DISCOMFORT OF COLDS
MUSCULAR ACHES and PAINS

BLANDINGS IN HOLLYWOOD CONTINUED

I came home, enthusiastic for the Hollywood I had seen, explained a great deal to me: "Everything depends on whom you fall in with." The people I fell in with I liked and respected. Dore Schary, as the executive producer of RKO, has the inestimable advantage (as I see it) of having risen to his present eminence via the ranks of the screenwriters, not via the ranks of the certified public accountants, who also serve but whose ideas on the shaping of prose are not always as perfect as they think. When Dore Schary (whose face and voice are both discernible in *Blandings* to those who see and hear sharply) made his creative or critical forces felt they had the impact of coming from an executive who knew what he was talking about. He could thus be argued with, not muttered at.

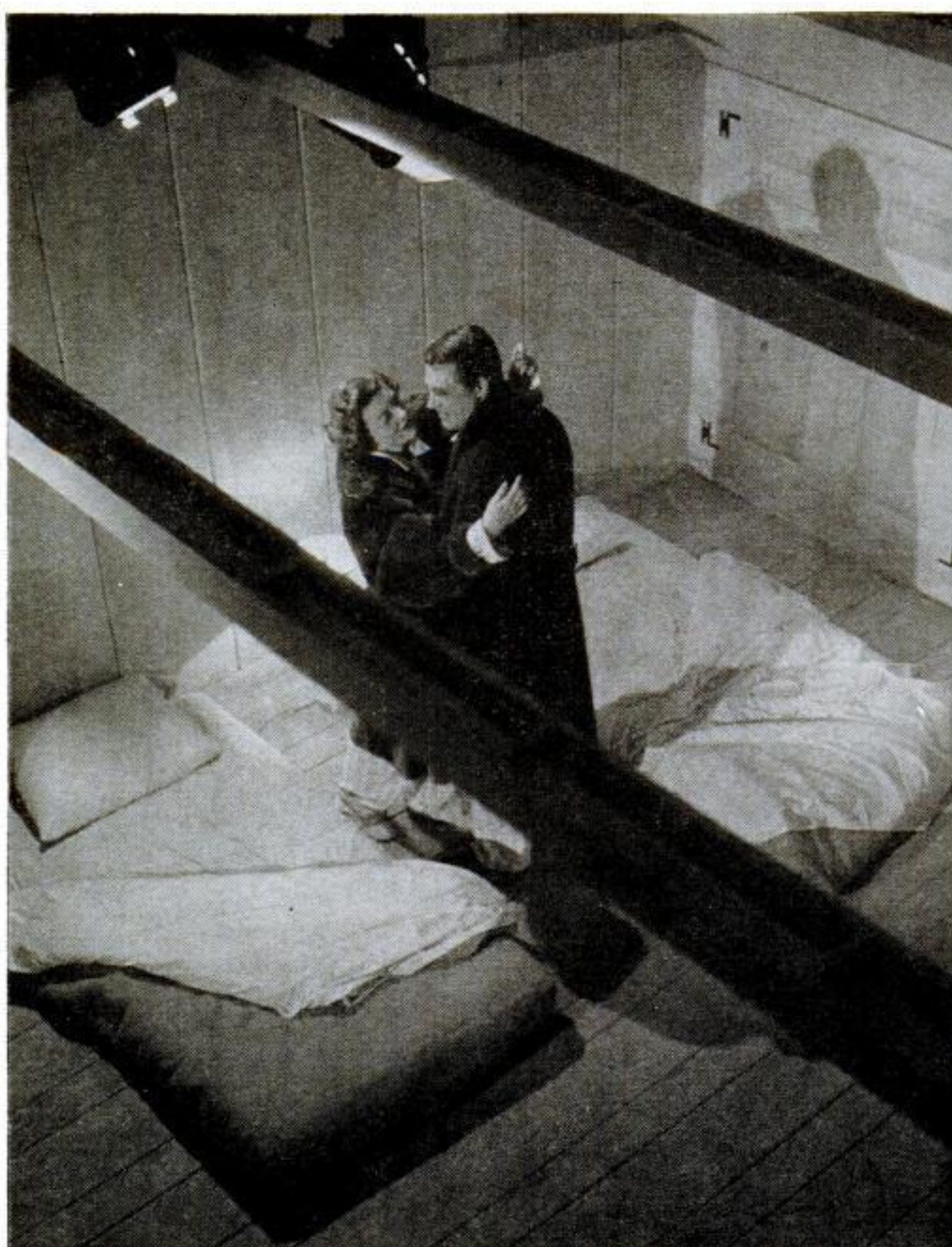
The picture with which we were all concerned was light comedy, designed to entertain, not alter the face of the globe. But by a notable inconsistency it was I, who do not believe in propaganda in pictures, who found myself arguing (and having my argument granted) that there should be one unblushing propaganda speech near the end which should set forth the right of a man and his wife to build a home without being gouged and defrauded in the process. That speech is in the picture, better than I could write it. I hope it attracts serious attention, set in the midst of comedy though it is.

Perhaps there is a note of social commentary to end on, after all. It has to do with the Hollywood custom of the Sneak Preview described above, and the tendency of Hollywood in general to get its calipers adjusted to Absolute Mediocrity and then produce the majority of its pictures with this 0.00003 mentality in mind. The commentary is not my own, so again I must ascribe something to the Nameless Wit. Said he:

"A Sneak Preview is an occasion on which half a dozen highly paid motion-picture executives take a \$2 million picture 25 miles to an outlying theater and wait breathlessly on the sidewalk for an 11-year-old child to take an Audience Reaction Card and on it write, 'Stinks!'"

Since Norman Panama and Melvin Frank wrote the *Blandings* screenplay, adapted the book and produced the picture; since Hank Potter directed the picture and Dore Schary supervised its production, I think it is not immodest of me to be the factual reporter and admit that no 11-year-old child has so far written "Stinks" on *Mr. Blandings*, the film.

Of course not an awful lot of people have seen it yet.



FIRST NIGHT in new home finds owners in overcoats because heat does not work, sleeping on the floor because beds failed to arrive. But they are happy.

★ FAIRYSPIN DIMITY ★ LOVELY LADY VOILES ★ TANIANI ★ YIPPI ★ POWDER PUFF MUSLIN

More than a name, Dumari is a quality in fabrics which women have come to expect and demand at their favorite stores. As inspiring and flattering to the creations of the home-sewing beginner, as to the eminent designers of our day. And as distinctly individual as your very own personality!

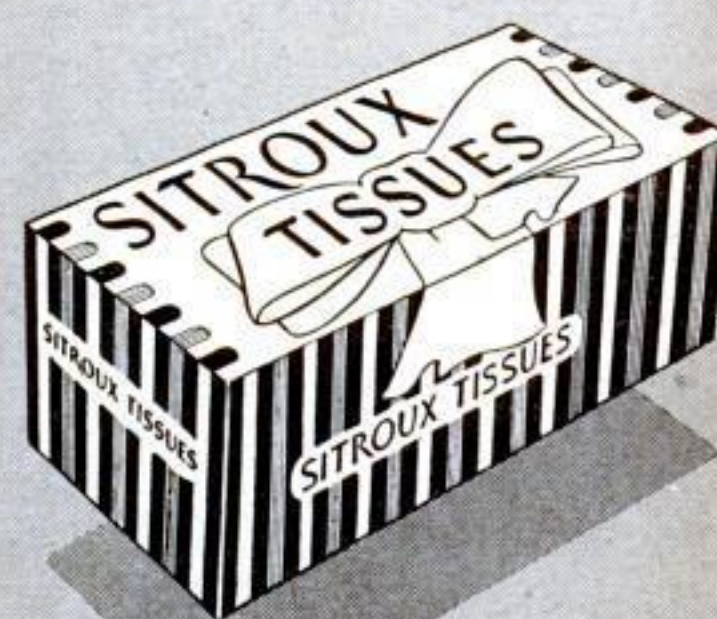
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gentle... strong
and absorbent



say
"SIT-TRUE"



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- There's exotic excitement when you're welcomed to Honolulu's famed Royal Hawaiian Hotel. And wherever you see discriminating smokers, there's a royal welcome for Webster Cigars, too. Today, more Websters are smoked than any other cigar selling for 15c and up! This preference is based on the unvarying blend that makes all Websters famous for fine flavor.
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Berkshire's pretty textured Nylace nylons

give an utterly new look to legs

in American Wonderland Colors

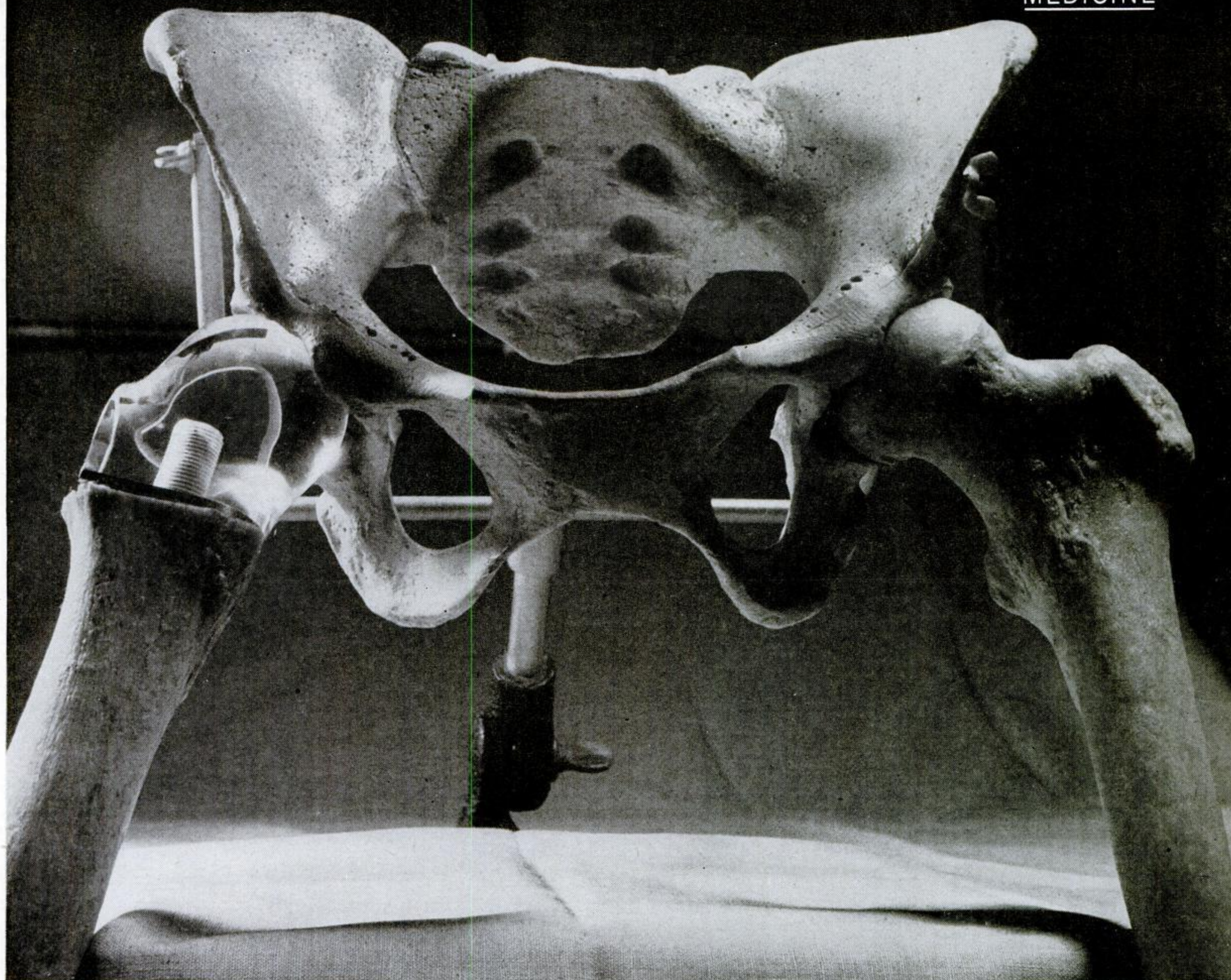


*Dress by Adele Simpson
Hat by John Frederics
for Carson Pirie Scott & Co.*

Sheer... Sheer... **Berkshire** Stockings

for the loveliest legs in the world . . . by the world's largest manufacturers of full-fashioned stockings.

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ON DEMONSTRATION HUMAN PELVIS ABOVE, ARTIFICIAL JOINT (LEFT) IS CONSTRUCTED BY REPLACING DISEASED HEAD OF UPPER LEG BONE WITH A PLASTIC BALL

JOINTS OF STEEL AND PLASTIC

Radical new operation replaces diseased bone, enables patient to regain complete freedom of movement

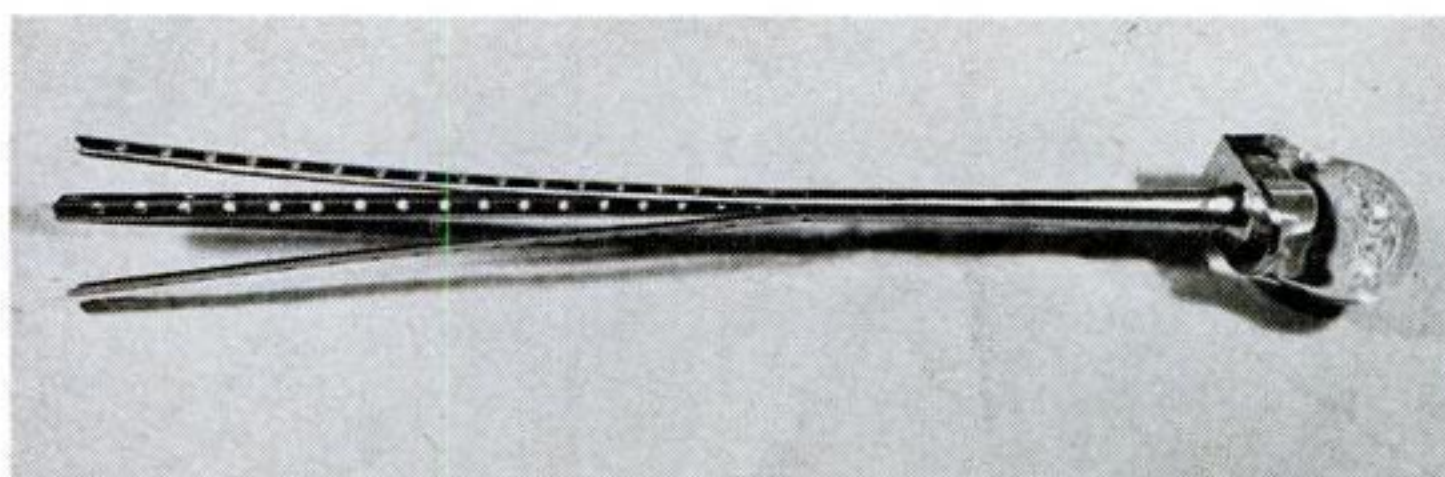
Among the most hopeless and disabling medical cases are those in which bones and bone joints are damaged by such diseases as cancer and arthritis. With a revolutionary new surgical technique developed by a 48-year-old surgeon, Dr. Stephen S. Hudack of New York City, many of these cases may no longer be considered beyond medical repair. Hudack makes use of radical but wonderfully efficient surgery to remove the diseased portion of the bone, including even the ball and socket of a hip joint, and to replace it with an artificial bone and joint made of stainless steel and a nontoxic plastic ball. In five humans on whom the operation has been performed since January 1947 the substitute works practically as well as a normal bone joint. All of the patients are now walking about without pain or stiffness in the formerly diseased areas.

Dr. Hudack has been studying the subject of bone healing since 1936. He began experimenting with artificial joints in animals in 1939, and at that time replaced the entire right front shoulder joints and part of the

upper legs of several dogs. One dog, operated upon six months ago, jumps off tables (p. 130) and dashes about without so much as a limp. Dr. Hudack's present research program at the New York Orthopedic Hospital of the Columbia Presbyterian Medical Center is financed by the Office of Naval Research with a view to replacing war-damaged joints.

The first human to get one of Dr. Hudack's plastic joints was a 38-year-old woman with a tumor of the upper left leg. Resigned to an amputation or a bed-ridden life a year and a half ago, the woman is now walking about with un-

impaired hip motion. Others who have benefited from plastic hip joints include a farmer with degenerative arthritis, a 64-year-old woman with a badly mended broken hip and an Air Force veteran whose entire body had been "frozen" stiff by arthritis. For his fifth patient, an Army veteran suffering from a degenerative bone disease, Dr. Hudack not only supplied a new hip joint (*next page*) but also straightened out a 1½-inch difference in the length of the man's legs.



SUBSTITUTE JOINT, consisting of an 18-inch steel shaft and a plastic "ball," is hammered down into leg bone. The prongs spring apart and help to hold it in place.



SURGEONS MEASURE JOHNSON'S SHORTENED LEG

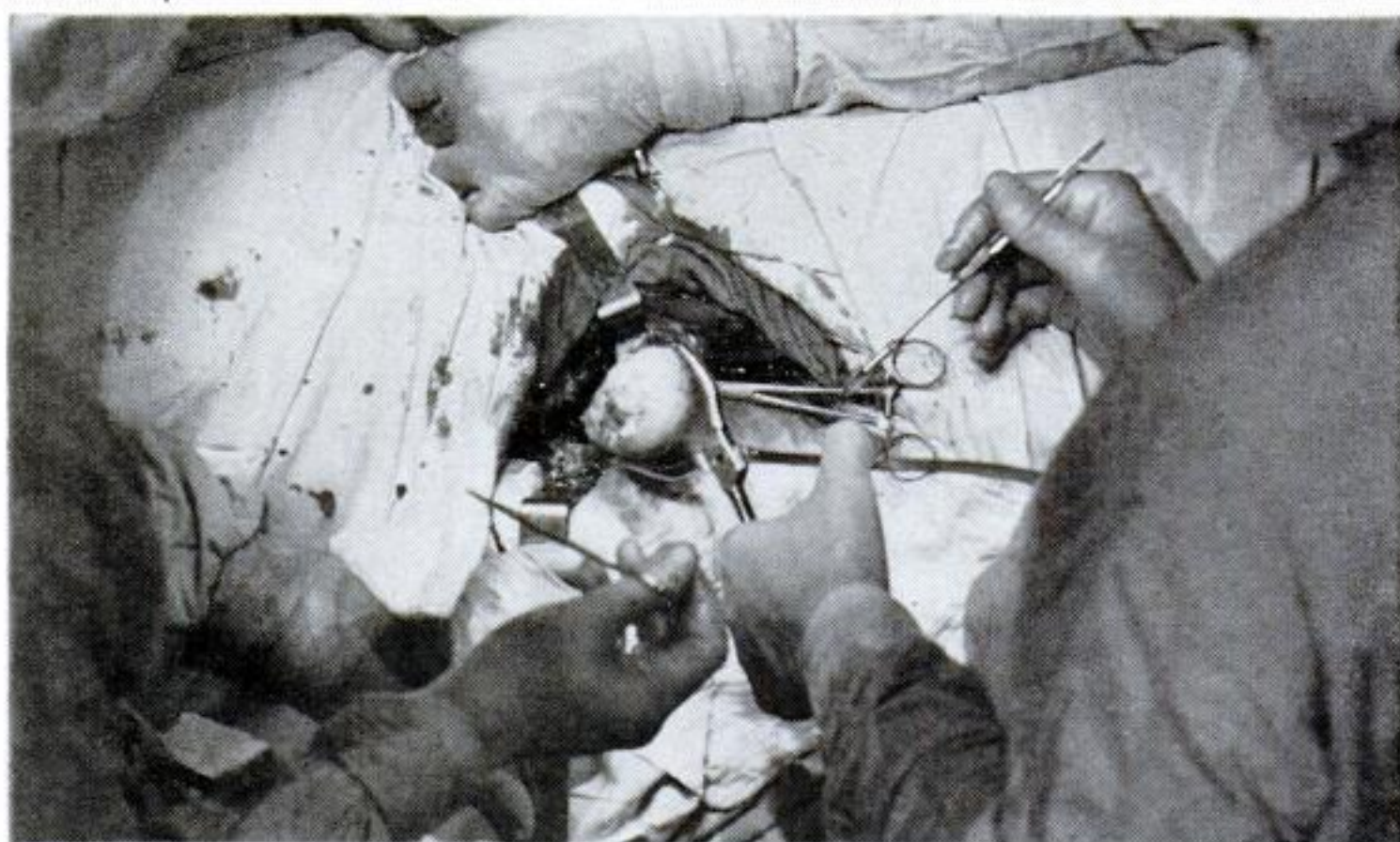
OPERATION IS A REAL CONSTRUCTION PROJECT

Dr. Hudack's technique for building artificial joints is about as near to body carpentry as a surgeon can go. In giving 32-year-old Army Veteran Hugh Johnson (left) a new hip joint, Dr. Hudack used enough surgical tools to fill a trunk. The operation lasted four hours.

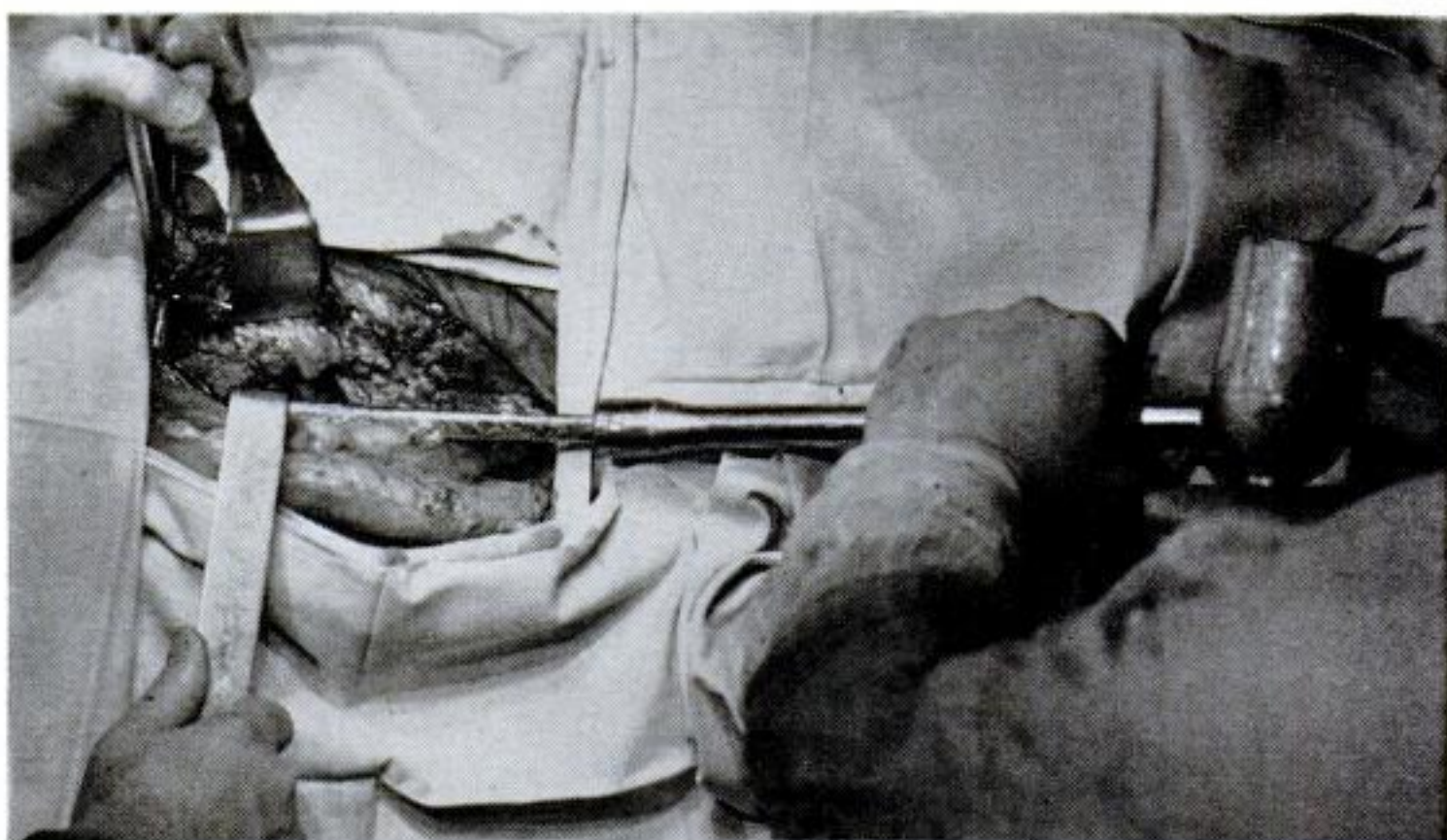
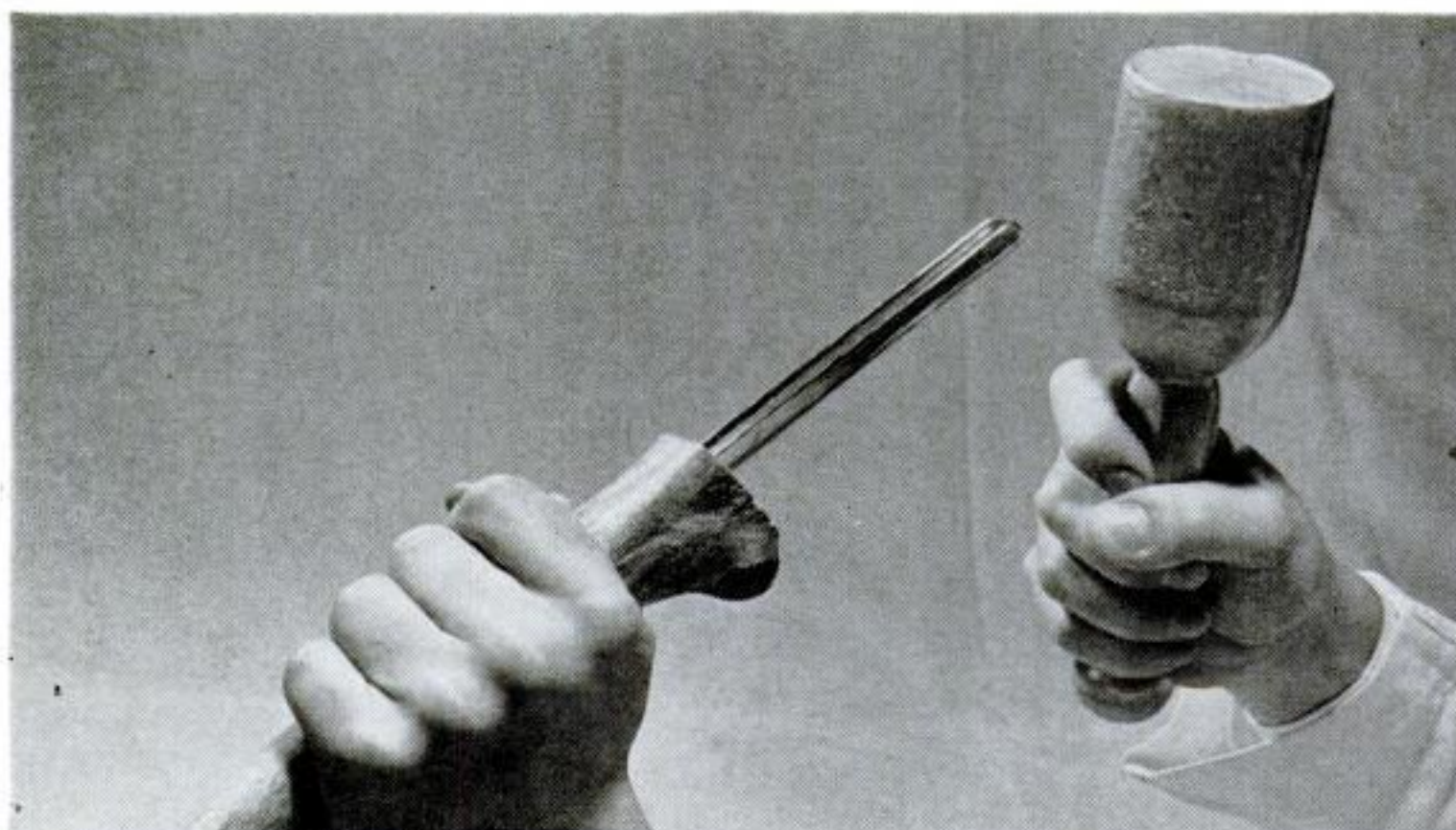
Steps in the actual operation are shown at right below. Corresponding steps are illustrated with a demonstration bone (left, below). After a 14-inch incision was made in Johnson's leg muscles, the surgeon dislocated the malformed bone from its socket and then cut off the head with hammer and chisel. A grooved nail was hammered into the marrow of the bone canal to make room for the steel shaft of the plastic appliance. The nail was pulled

out and then the noncorrosive shaft, topped by its plastic knob, was inserted and hammered into place. Muscles and ligaments were tied to the plastic, to which they eventually will grow just as if it were real bone. In the process of the operation the entire leg was pulled downward by an assistant to stretch muscles and lengthen the limb $1\frac{1}{2}$ inches to normal.

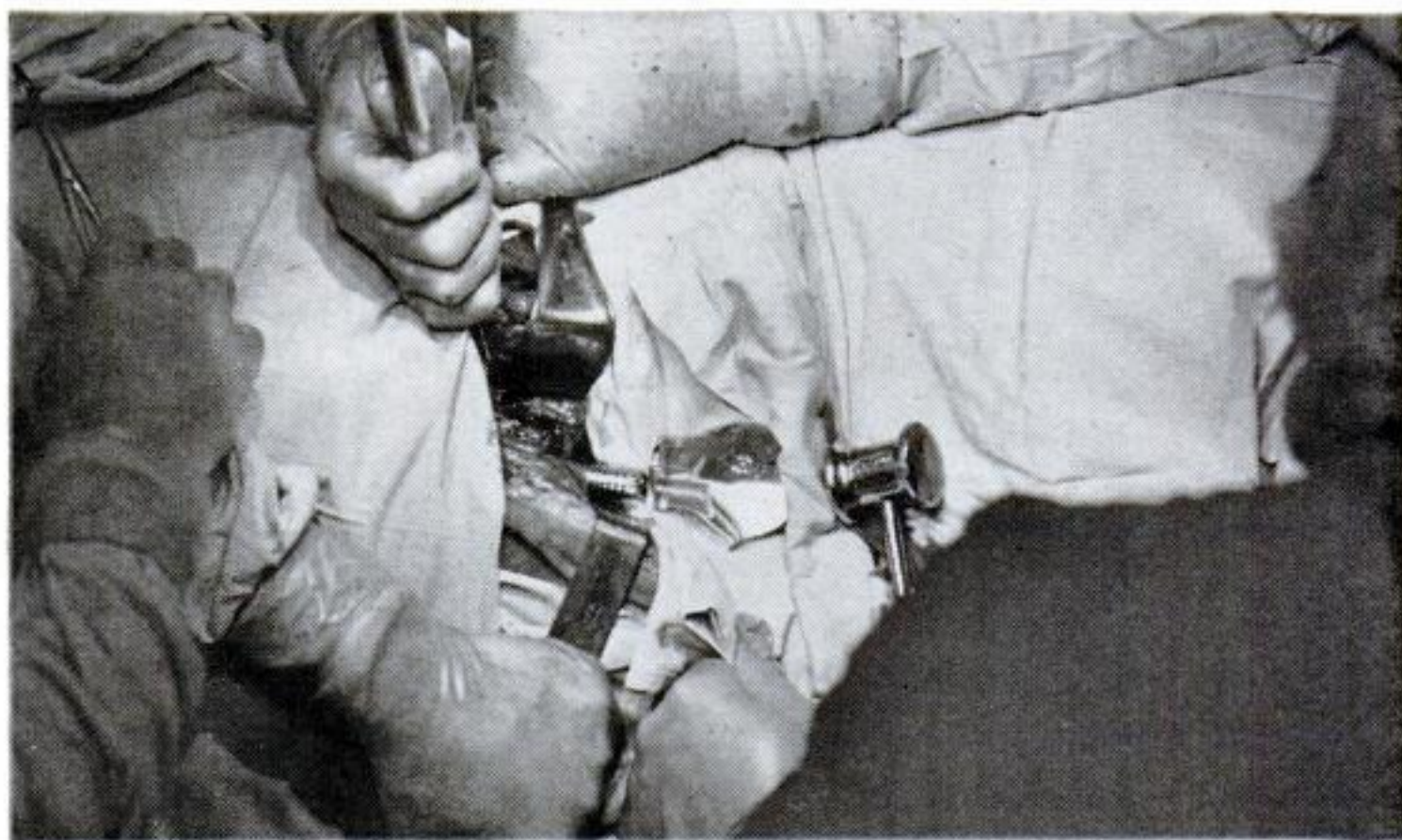
Although all operations so far have been for hip joints, Dr. Hudack expects to replace a shoulder joint on his next attempt. The operation is still experimental, and there is yet no evidence of how the plastic will react in the human body after 10 or 15 years. But if no difficulties arise, Hudack's joint could be used in the future to rehabilitate the thousands crippled by arthritis and bone tumor.



SURGEON REMOVES HEAD OF UPPER LEG BONE AFTER SEVERING IT WITH HAMMER AND CHISEL. DEMONSTRATION BONE IS AT LEFT, REAL OPERATION AT RIGHT



GROOVED NAIL IS HAMMERED DOWN HEADLESS FEMUR'S MARROW CANAL AND TWISTED TO CLEAR PATH FOR APPLIANCE. RETRACTORS HOLD BACK THIGH MUSCLES



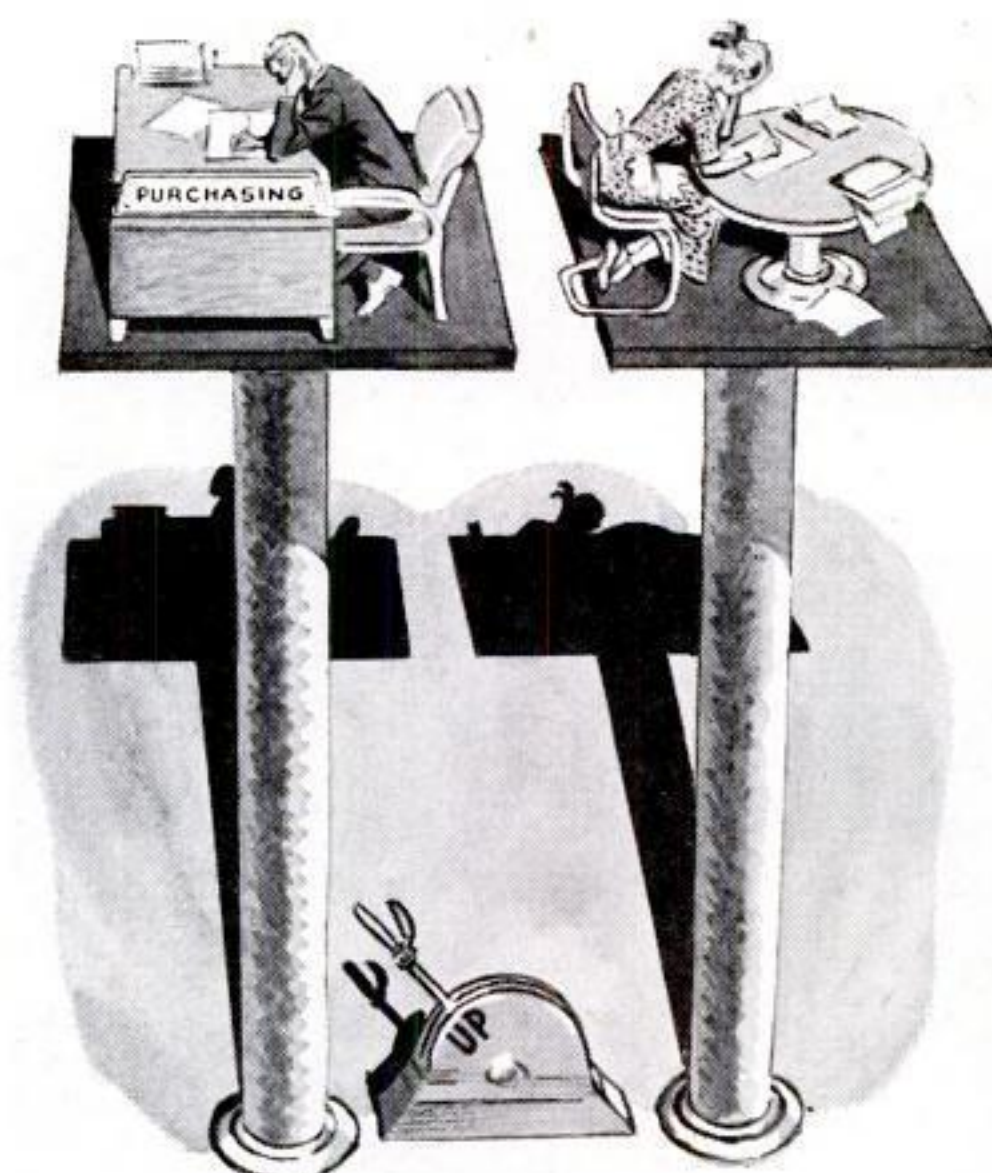
SURGEON HAMMERS APPLIANCE INTO BONE CANAL WITH Mallet UNTIL PLASTIC KNOB RESTS ON BONE'S CUT EDGE. MUSCLES ARE SEWN TO HOLES IN PLASTIC

[CONTINUED ON PAGE 139](#)

Are present "high profits" justified?



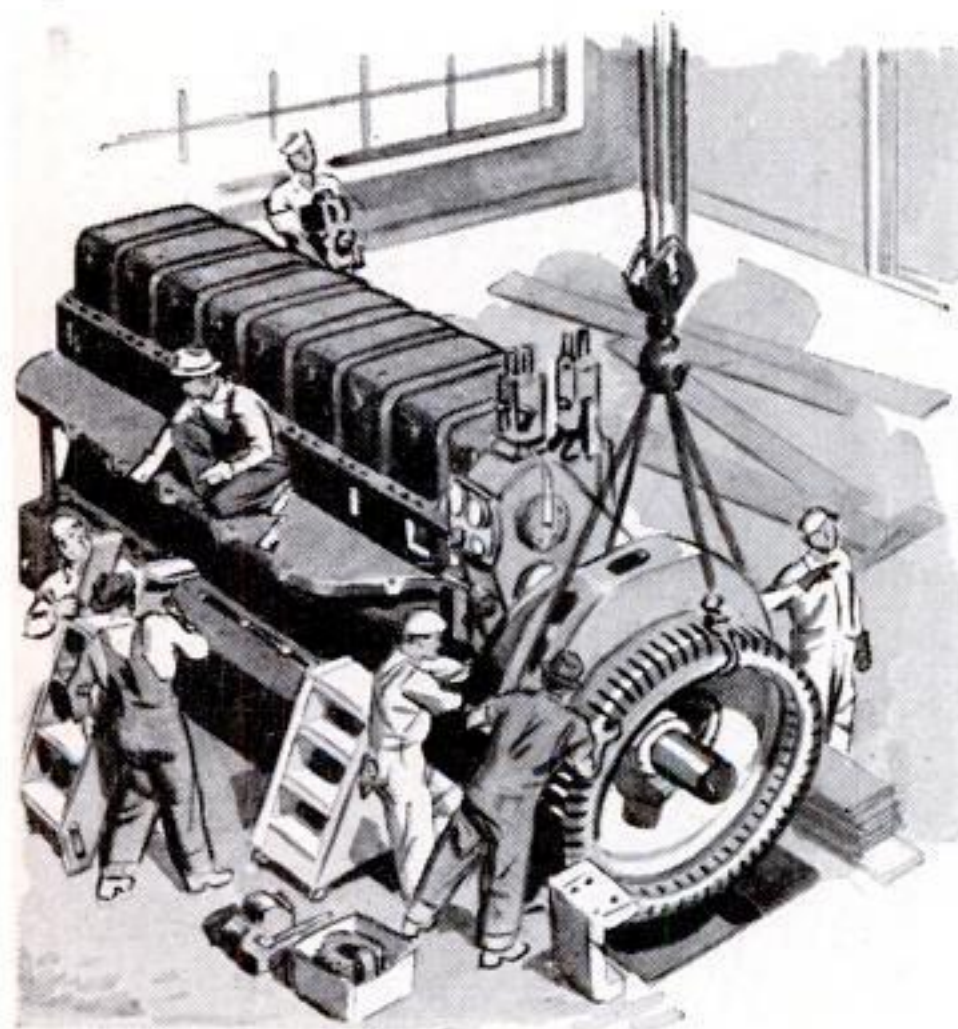
1. During 1947 Union Oil Company made the highest net profit in its history—\$18,910,000. That's what the books show. And according to accepted accounting practices that's what happened. But, curiously enough, Union Oil actually *spent* \$675,000 more during 1947 than it *took in*.



2. The facts behind those figures prove rather dramatically that inflation affects a corporation just as much as it does the average housewife. Here's why. According to accepted accounting practices a corporation depreciates its equipment and charges off its inventories on the basis of what they cost *when they were acquired*.



3. For example, if a piece of refining equipment cost us \$1,000,000 in 1937 and the estimated life of that equipment was 10 years, we set aside \$100,000 a year for 10 years. Then theoretically the money would be available to replace that equipment in 1947. If the crude oil in a given well cost us \$1 per barrel to acquire in 1937 and we were able to sell it for \$2 in 1947, then theoretically we made \$1 profit on each barrel of that oil we sold last year.



4. If 1947 costs and prices had been the same as 1937's—or if we were selling out the business—this method of accounting would give us a true picture of our "profits." But neither of these is the case. That piece of refining equipment had to be replaced *at 1947 prices*. And since we plan to stay in business that barrel of 1937 crude had to be replaced with a barrel of crude we found last year *at 1947 costs*.

5. Everyone knows that you can't buy things today for what you did before the war. Refining equipment that cost \$400 per barrel of daily capacity pre-war cost \$1,000 per barrel in 1947. Our cost of drilling for oil in 1947 was $1\frac{3}{4}$ times what it was pre-war. And the cost of everything we bought from pipe lines to service stations was up proportionately.

6. Since those higher costs of "staying in business" couldn't be included in the sums we'd set aside for depreciation and reserves, we had to dip into our "profits." So when we got all through, not only did our shareholders receive an inadequate return—only 3% of the year's revenue—but our so-called "high profits" weren't high enough by \$675,000 to keep Union Oil Company a going concern.

1947	
COST OF STAYING IN BUSINESS	
EXPLORATION FOR OIL	\$10,337,000
RESEARCH	1,761,000
DRILLING & DEVELOPMENT OF PROVED FIELDS	16,354,000
REPLACEMENT OF OLD EQUIPMENT & ADDITION OF NEW	12,746,000
INTEREST	1,154,000
DIVIDENDS TO STOCKHOLDER-OWNERS	6,537,000
	<hr/>
	\$48,889,000
COST OF DOING BUSINESS	
RAW MATERIALS	\$49,793,000
WAGES & SALARIES	31,775,000
TRANSPORTATION	12,845,000
TAXES	7,749,000
RENT, POWER, SUPPLIES, ETC.	21,412,000
	<hr/>
	\$123,574,000
WE PAID OUT	<hr/>
	\$172,463,000
WE TOOK IN	<hr/>
	171,788,000
BOX SCORE FOR 1947	<hr/>
	-\$675,000

UNION OIL COMPANY
OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 14, California.

Here's the **ONLY**
SURE proven
MOTH
PROOF
method used for years
by big mills—now
sold for home use!



One spraying mothproofs for a Whole Year!

There's one way you can be **ABSOLUTELY SURE** moths will *never* eat your precious woolen clothes, sofas and rugs. This is to actually mothproof the cloth itself with **LARVEX**.

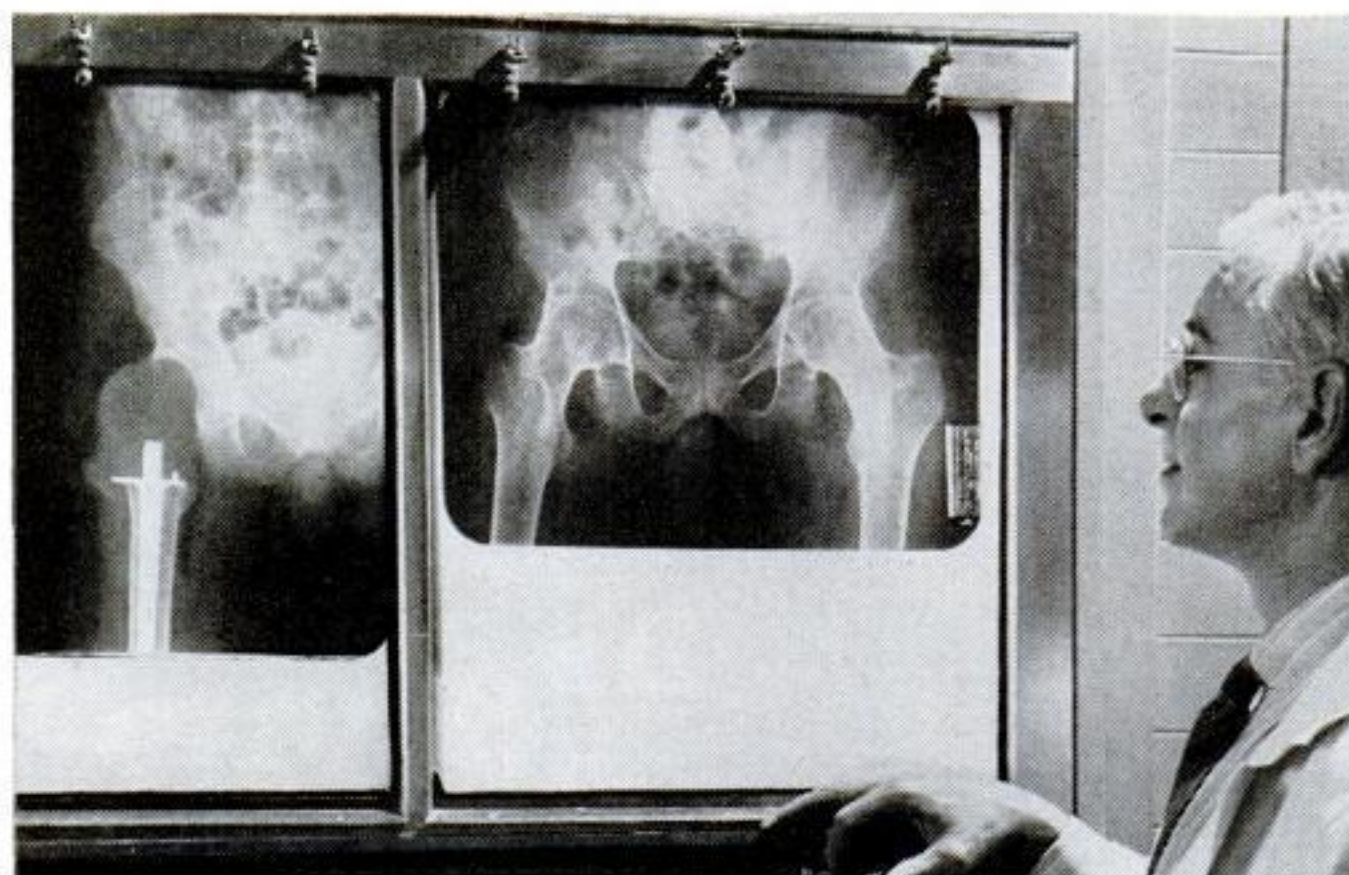
It's Sure! **LARVEX's** magic spray penetrates each tiny woolen fibre and makes the cloth itself mothproof for a whole year. Tests prove moths will commit suicide by starvation rather than eat anything treated with **LARVEX**.

It's Quick! Just spray the garment with **LARVEX** and hang in its usual place. No mothball, camphor or cedar odor. **LARVEX** is odorless and stainless.

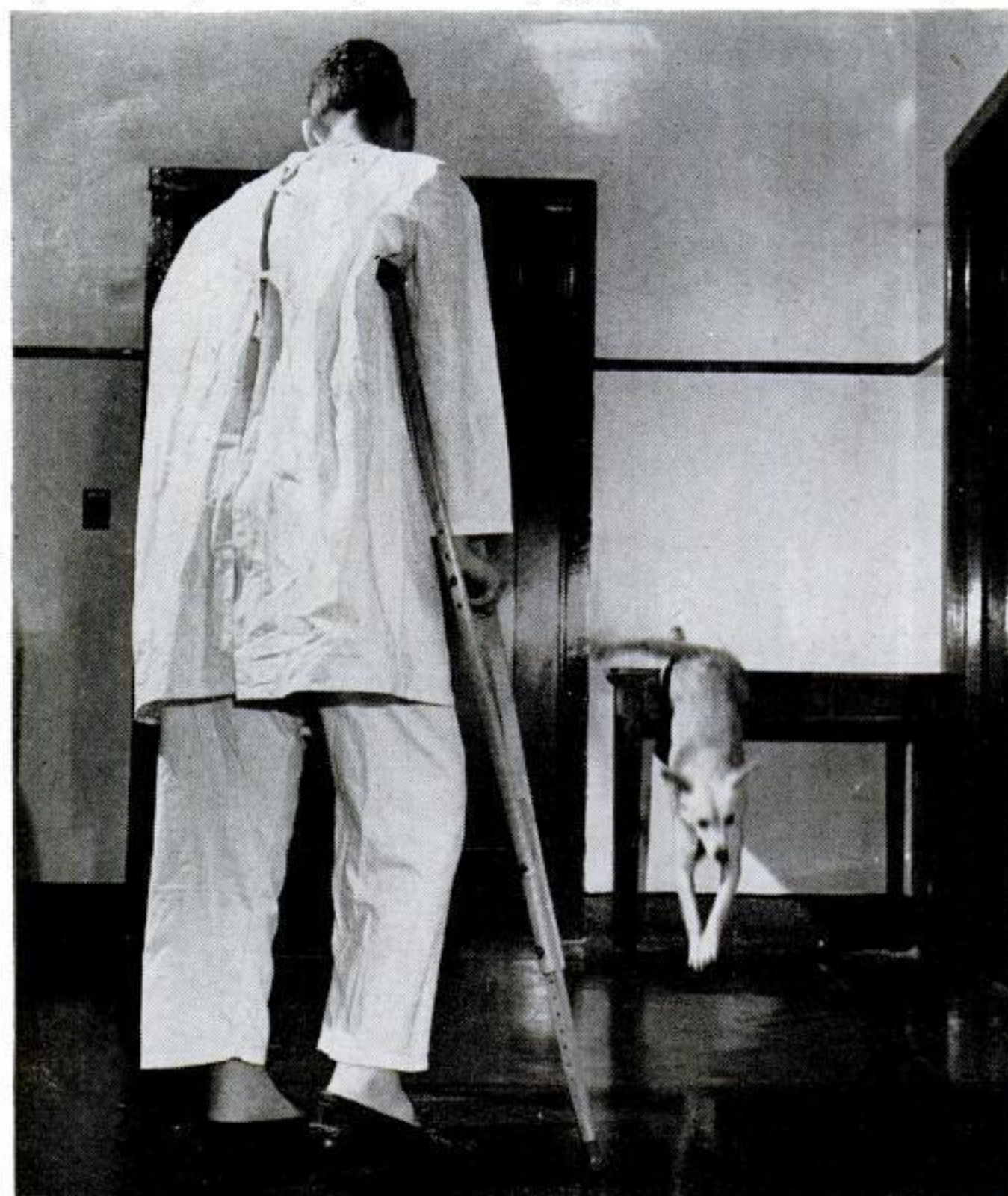
It's Inexpensive! It costs no more to **LARVEX** a suit than to get it dry cleaned. And **LARVEX** gives **POSITIVE** protection from moth damage. Only 79¢ a pint. \$1.19 a quart.

LARVEX
Largest Selling Mothproofers

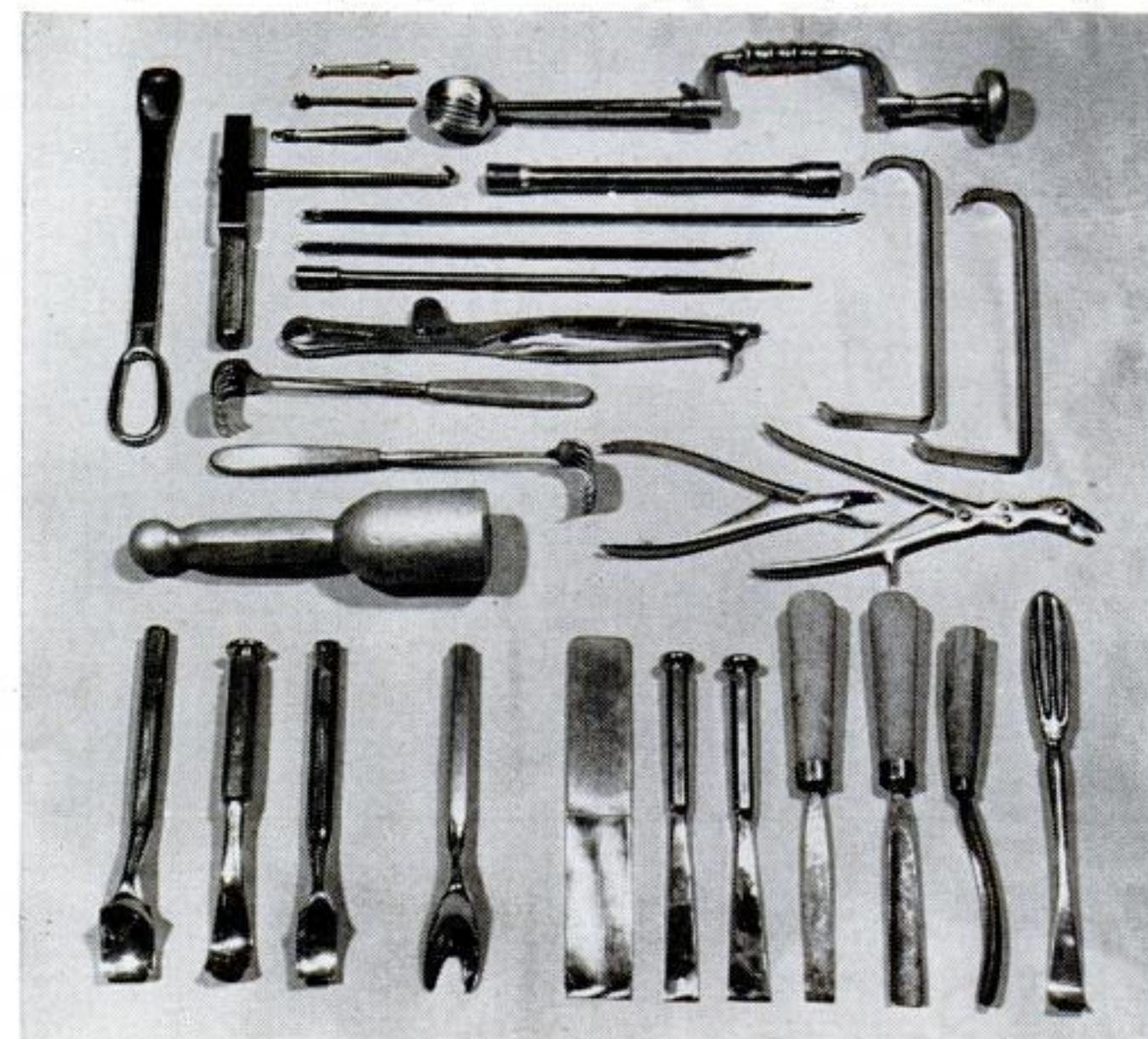
Joints of Steel and Plastic CONTINUED



DR. HUDACK examines a preoperative X-ray (right), showing the fusion of leg bone and pelvis. Postoperative X-ray (left) shows installed artificial joint.



ARTHRITIC PATIENT Francis Getty walks on crutches for the first time in four years after acquiring an artificial hip joint. Dog also has plastic joint.



OPERATION TOOLS include chisels and gouges (bottom), bone-biting forceps (center, right) marrow nails, (top, center) bone reamer (extreme top, right).

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candies loved since High-Bicycle days...



FAMOUS FOR A QUARTER CENTURY



Goldentone
PRECISION MADE
PHONOGRAPH NEEDLES

Shadowgraphed and perfectly polished for beautiful reproduction of cherished records... with minimum record wear.

GUARDIAN OF YOUR RECORDS

Putnam Needle Company, Springdale, Conn.

SAFE EYE-GENE
Relieves **TIREDEYES** In **SECONDS!**

Wonderful **EYE-GENE!** Just two drops in your eyes that are tired or irritated from wind, glare, overwork, lack of sleep, reading, driving or movies—will relieve, rest, refresh, clear them in seconds. Use it every day. **EYE-GENE** is safe and gentle. 25¢, 60¢, and \$1.00 in handy eye-dropper bottles at Druggists everywhere. Insist on **EYE-GENE!**



Rollfast
BICYCLES
Styled for beauty... made to last
FREE... WRITE FOR BICYCLE CATALOG
D. P. HARRIS HOW. & MFG. CO., Inc. ROLLFAST BLDG., NEW YORK, N. Y.

DOLLARS FOR SURVIVAL

What can money buy that means so much?

The survival and the future hope of the Jews in Palestine and Europe depend on what happens in 1948 — depend on what you do with your dollars now!

The United Jewish Appeal needs **\$250,000,000 minimum** for the tremendous tasks of immigration, settle-

ment, and defense in Palestine, for the necessities of life and rehabilitation in Europe, and for helping the refugees who are coming to America.

This is a price list for survival. What you give can save them. What you don't give can mean their doom.

Now as never before your dollars count.

\$36⁵⁰

...through the UPA will give a child good food and loving care on a farm settlement in Palestine for one month. 24,000 children are going to Palestine this year.



\$100

means that two Jewish children, orphans, can be maintained in a JDC-supported home in Belgium or France for a month. Today, 12,350 children in these countries alone depend on JDC care.



\$365

will provide one meal a day for a full month for 60 hungry men, women, and children. Hundreds of thousands of destitute Jews must receive food through the JDC, by cash grants, supplies, or in canteens.



\$500

will enable JDC to purchase 1,181 vials of penicillin, each containing 200,000 units of the life-saving drug for shipment overseas. This medicine is helping the Jewish survivors win their fight for health.



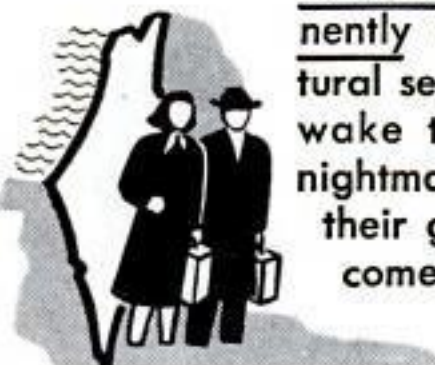
\$1,000

will enable United Service to support for a year one of the 2000 orphaned Jewish youths who are under its care or who will arrive in America in 1948 — will pay living expenses for their first full year in the land of the free.



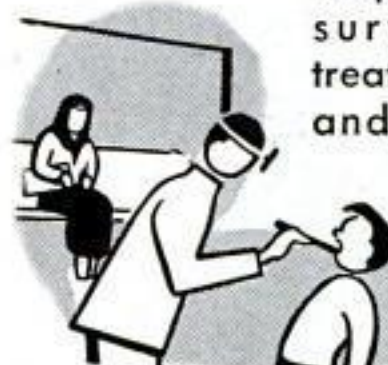
\$3,500

will bring two Displaced Persons from Europe to Palestine, and settle them permanently in an agricultural settlement — will wake them up from nightmare, and make their greatest dream come true.



\$5,000

buys equipment for one ear, nose and throat clinic in a JDC hospital where Jewish survivors can be treated for respiratory and allied ailments. The health of the survivors must be sustained.



\$10,000

will construct two three-room houses, with bathrooms and kitchens, for two families in Palestine. They will build the houses themselves, build the new nation. We must provide the means.



\$15,000

will resettle 150 new immigrants in the United States including transportation and two weeks maintenance in their new hometown somewhere in the U.S.A. They need only a chance to get on their feet.



\$25,000

will bring 135 children as certified emigrants from Europe to Palestine — will pay transportation costs, maintenance, and furnish food, clothing — will give them a security they've never known.



\$50,000

for the UPA will pay the cost of irrigating 1,000 dunams (250 acres) of land in Palestine. They can turn desert sands into a land of milk and honey — if we don't let them down.



\$100,000

... 20 gifts like this will provide the block houses and emplacements urgently needed for the defense of the Jewish settlements in Palestine. Their survival depends on your dollars.



1948 Destiny Campaign — for **\$250,000,000** minimum

UNITED JEWISH APPEAL

For the Relief, Rehabilitation and Resettlement Programs of
JOINT DISTRIBUTION COMMITTEE • UNITED PALESTINE APPEAL • UNITED SERVICE FOR NEW AMERICANS

165 West 46th Street, New York 19, New York

Henry Morgenthau, Jr., General Chairman

isn't it amazing how some things grow...



Once the *B.V.D. label was only on:



and now you'll find it on:



Plant a really good idea and it'll flourish like the green bay tree! Today *"B.V.D." blossoms forth with action-styled comfort and man-tailored smartness on millions of American limbs. Men know B.V.D. for fashion, fabrics, fit, freedom. Men go for B.V.D.'s wonderful, colorful *Ruggers and *Rogue shirts, pajamas, robes, swim trunks and underwear. You go for them, now, to your nearest dealer!

• *Ruggers Shirt

• B.V.D. Pajamas

• *Sea Satin Swim Trunks

• Hollywood *Rogue Shirt by B.V.D.

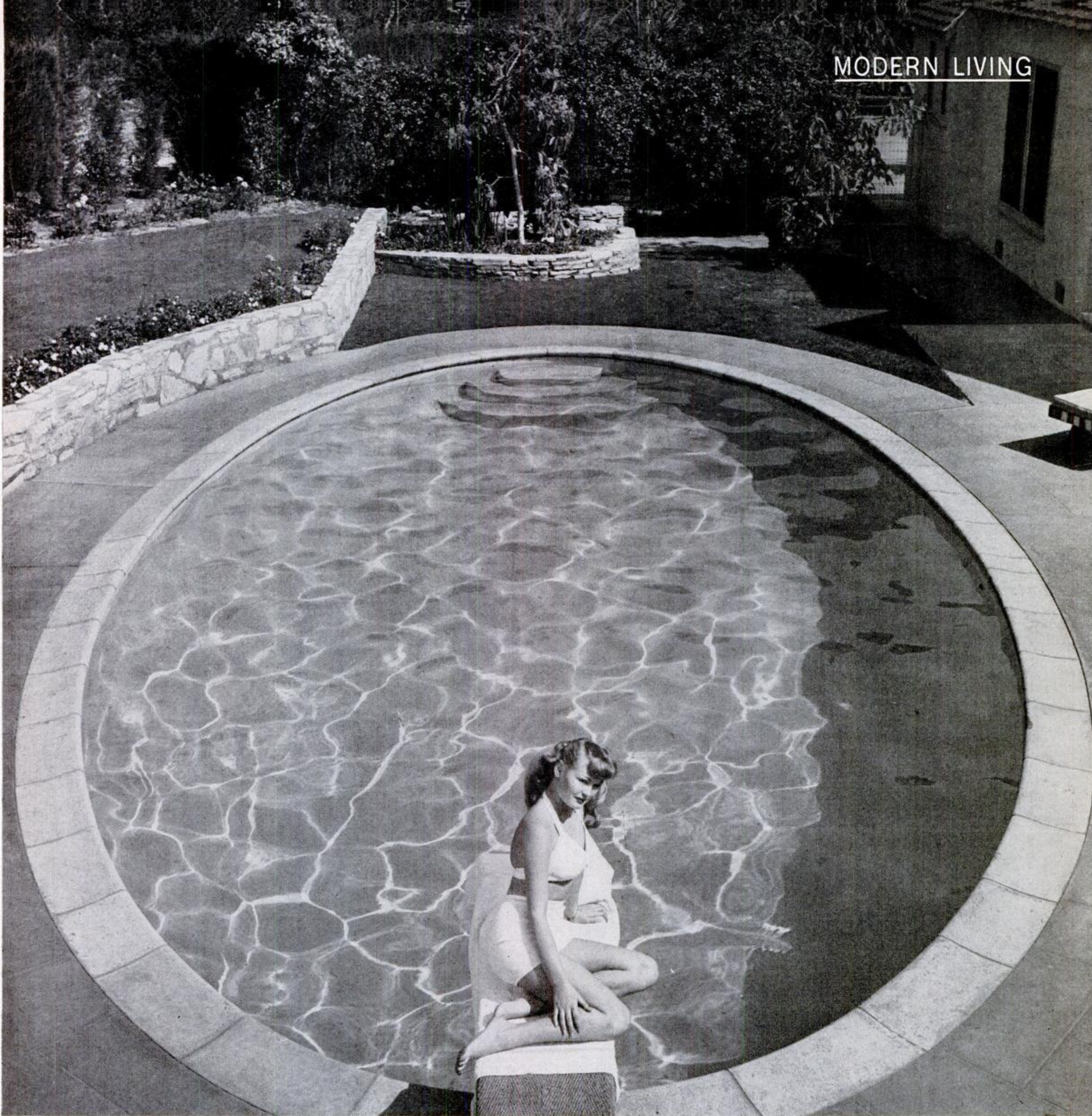
• Undershirt and Shorts

• B.V.D. Unionsuit

B.V.D.
BRAND

"NEXT TO MYSELF I LIKE 'B.V.D.' BEST!"

*REG. U. S. PAT. OFF.



SHIRLEY JOHNS, A YOUNG MOVIE STARLET, SUNS HERSELF AT THE EDGE OF A \$2,500 SWIMMING POOL. THE DIVING BOARD, WHICH IS EXTRA, COSTS \$110 INSTALLED

A SWIMMING POOL FOR \$2,500

New construction techniques bring to the ordinary backyard a luxury heretofore restricted to the very wealthy

In California, where a man is known by the swimming pool he keeps, it is now possible for a person of moderate circumstances to have as much fun in his backyard as a movie producer. The Paddock Engineering Company of Los Angeles, world's largest builder of swimming pools and constructor of some of Hollywood's most lavish ones, is turning out an average man's model for \$2,500, only

slightly more than the price of a new car. Measuring approximately 17x34 feet, it comes in oval or rectangular models equipped with water filter, tile trim, steps and a niche for an underwater light. The low price of \$2,500 (the average Los Angeles pool price is \$5,000) is the result of Paddock's mass-production techniques, round-bottom construction and application of cement mix by pneu-

matic gun (*next page*). Paddock, which has completed 141 \$2,500 pools and has orders for 61 more, can build one in as little as 11 days, will service it afterward for an extra fee. It also sells a line of pool accessories that range from diving boards to heavy-duty first-aid kits especially useful for neophytes who launch into a morning dive before recalling the pool was drained the night before.

Never neglect a tiny blister



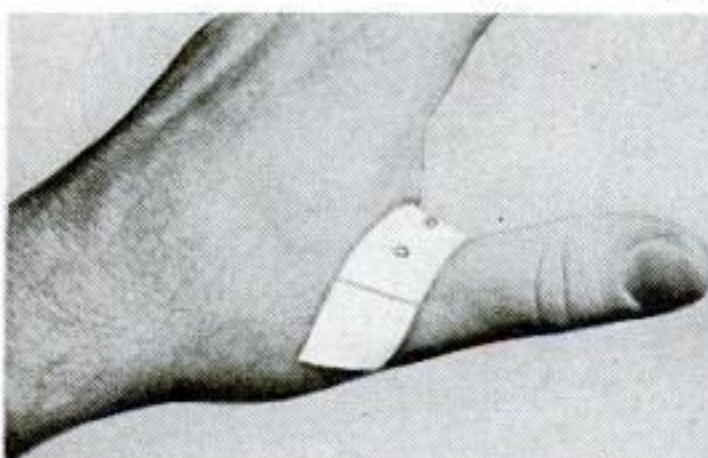
The tiniest injury can become infected. Never take a chance!

Cleanse the injury properly. Then put on BAND-AID[®], the adhesive bandage whose quality you can trust.

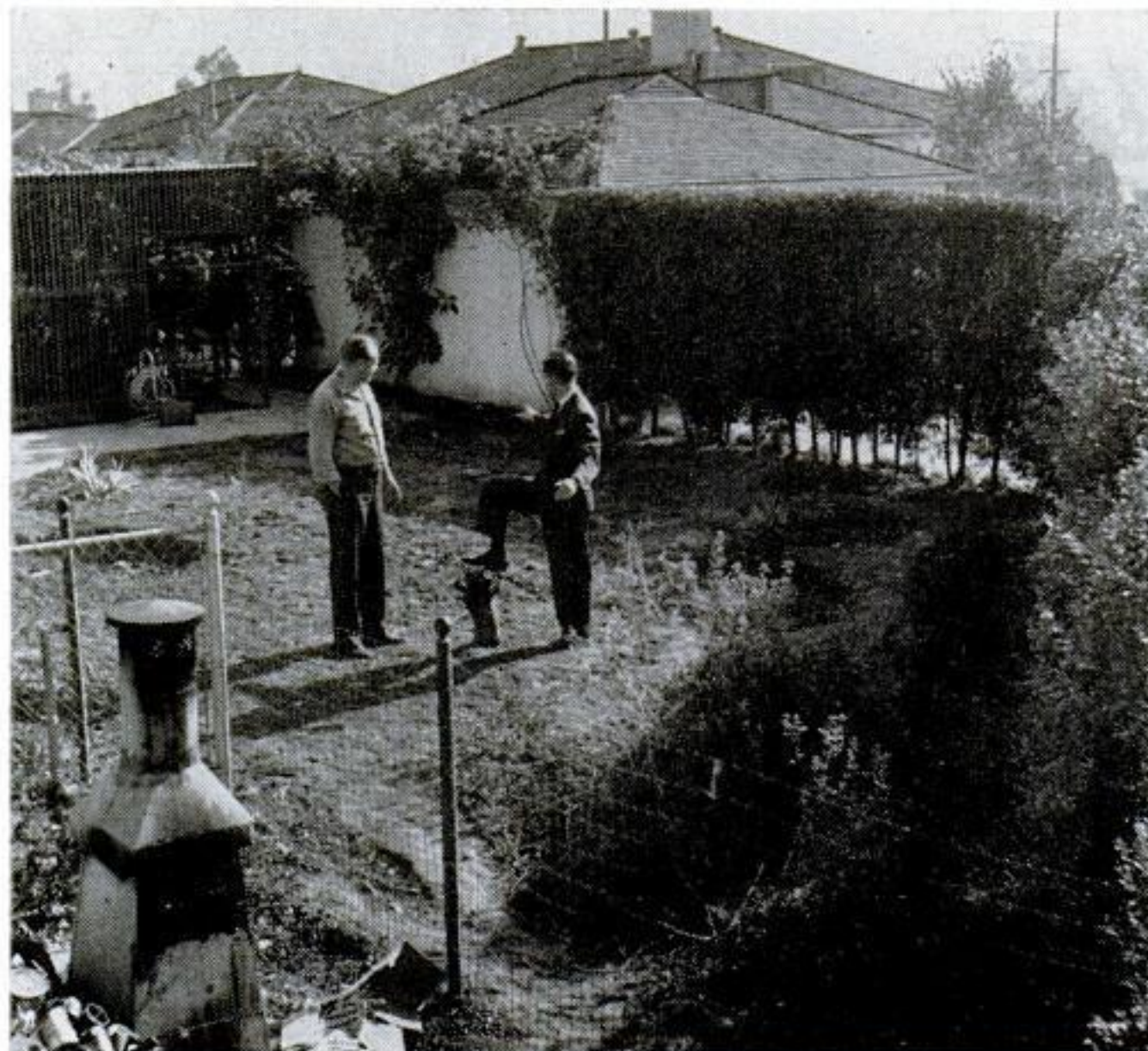
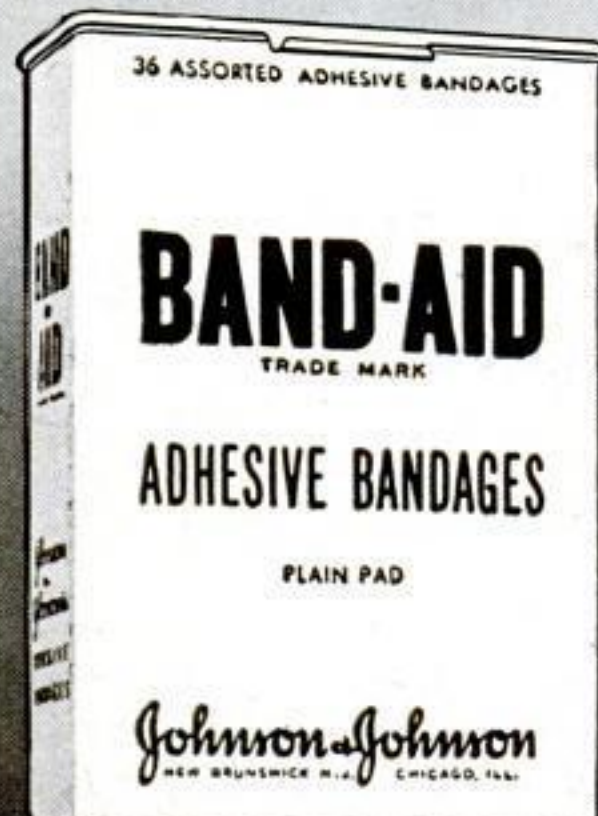
It comes to you sterile. Keeps out dirt. Helps prevent infection, avoid irritation.

Caution: Remember, not all adhesive bandages are BAND-AID. Only Johnson & Johnson makes BAND-AID. And only BAND-AID brings you Johnson & Johnson dependability.

*BAND-AID is the Reg. Trade-mark of Johnson & Johnson for its adhesive bandage.



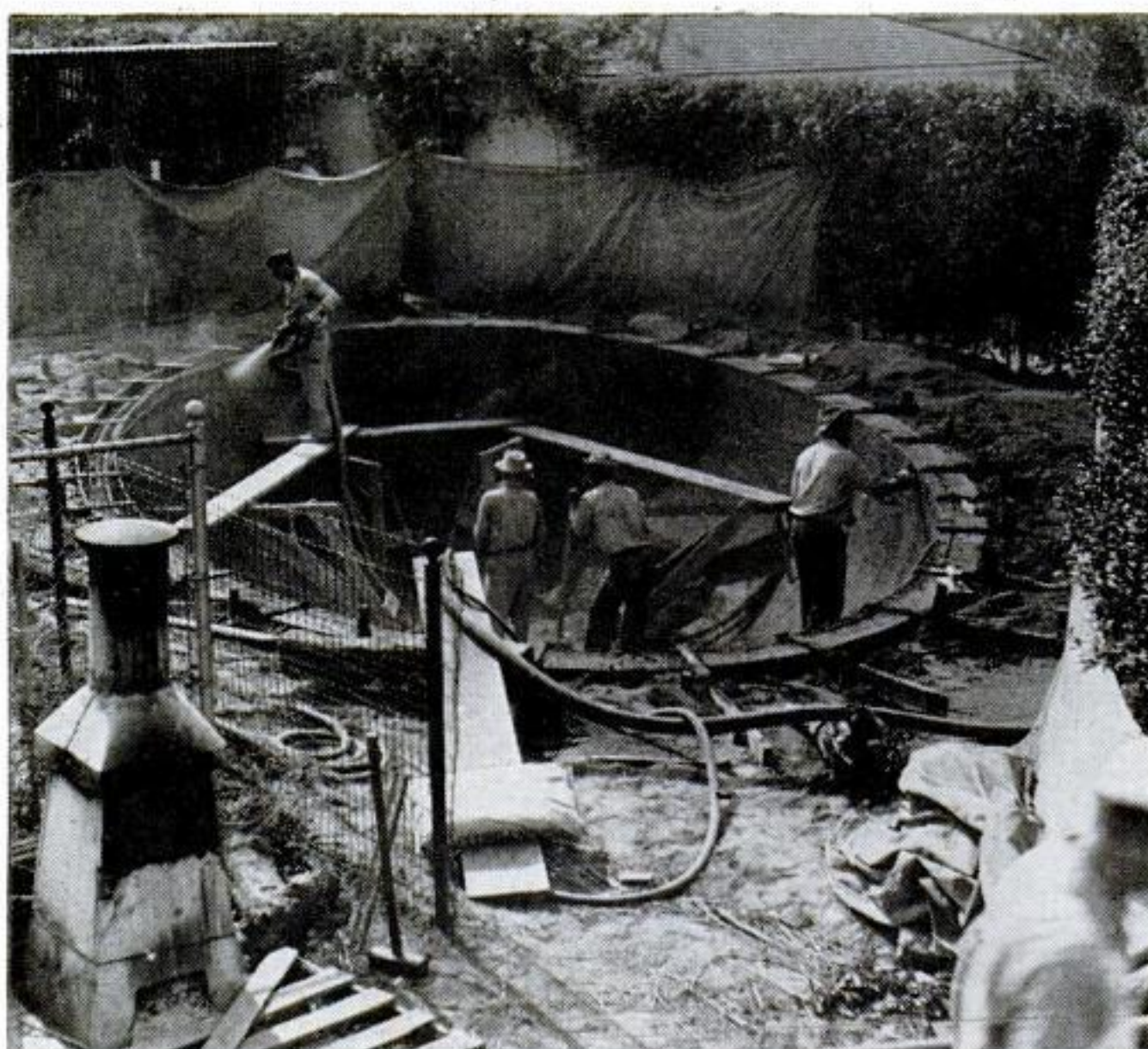
More doctors recommend BAND-AID than all other adhesive bandages combined.



FIRST STEP in constructing a \$2,500 pool is planning its location. Here a Paddock engineer consults Customer Talbot Paulus, who wants an oval pool.



HEAVY STEEL MESH is spread over framework of steel spacer bars, which holds mesh off the earth so cement mixture will encase it. Pool's depth: 7 feet.

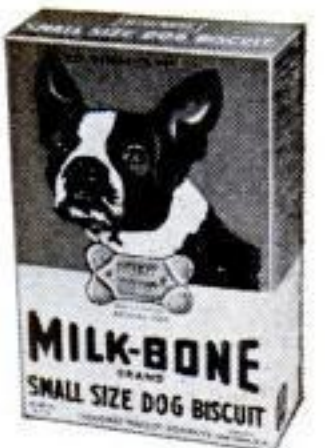


SPRAY OF CEMENT MIXTURE called Gunite is shot pneumatically on mesh. Paddock employs 30 crews, each specializing in certain building steps.



"GROOM" HIS MOUTH WITH FOOD TO CHEW!

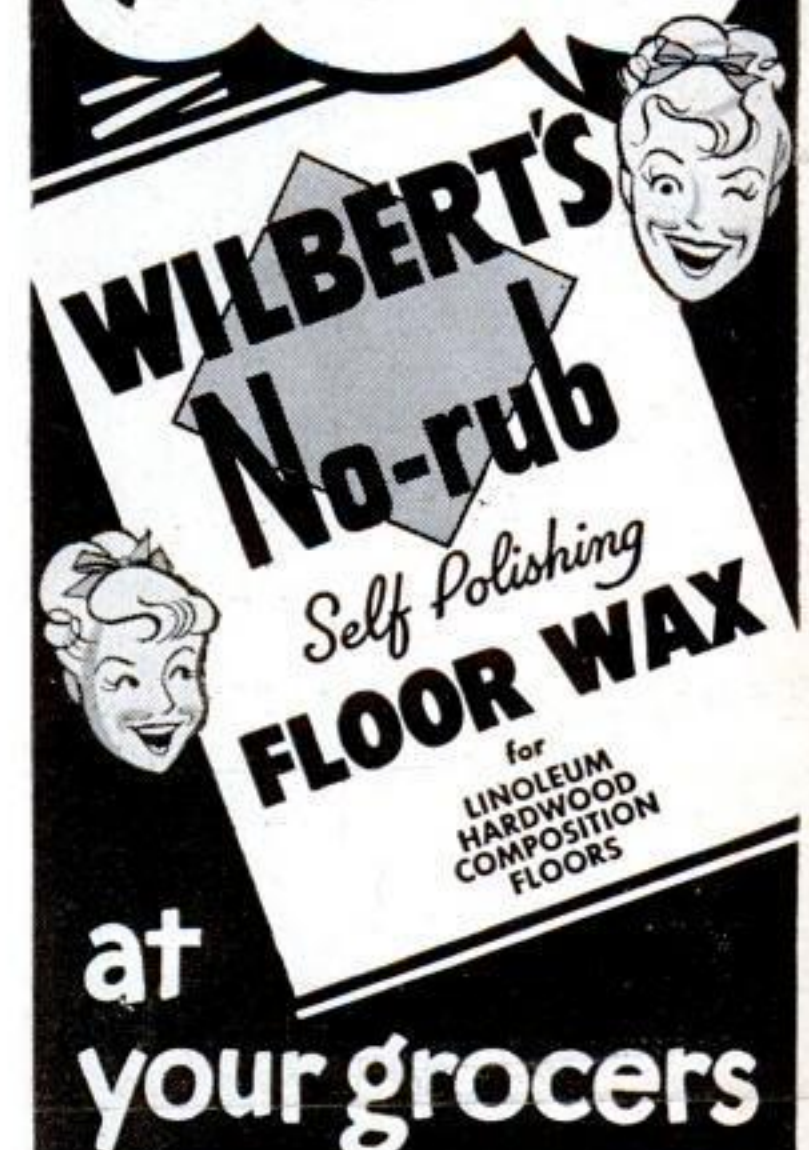
The chewing exercise he gets from *crunchy* Milk-Bone Dog Biscuit helps keep his mouth clean...his teeth and gums healthy! This *double-purpose* food also furnishes important vitamins and minerals in appetizing form! *Economical*—for Milk-Bone is highly concentrated nourishment!



Milk-Bone Biscuit contains nutrients your dog needs: Vitamins A, B₁, B₂, D and E... Meat Meal... Fish Liver Oil... Whole Wheat Flour... Minerals... Milk

NATIONAL BISCUIT COMPANY

Compare with waxes at twice the price! You'll use...



at your grocers

The name "No-Rub" is the registered trade-mark of Wilbert Products Company.

CONTINUED ON PAGE 137



It's flavor-aged The same slow *flavor-aging* that gives bananas their good golden mellowness ripens the select ingredients of Clicquot Club Ginger Ale to a luscious richness. Time gives you an extra dividend of delicious flavor. In addition, Clicquot Club's big bottle is a Full Quart . . . almost a glassful more than many so-called big bottles which contain only 28 ounces. *Flavor-aged for taste.* Full Quarts for full value.

Clicquot Club ginger ale
(pronounced Kleeeko)

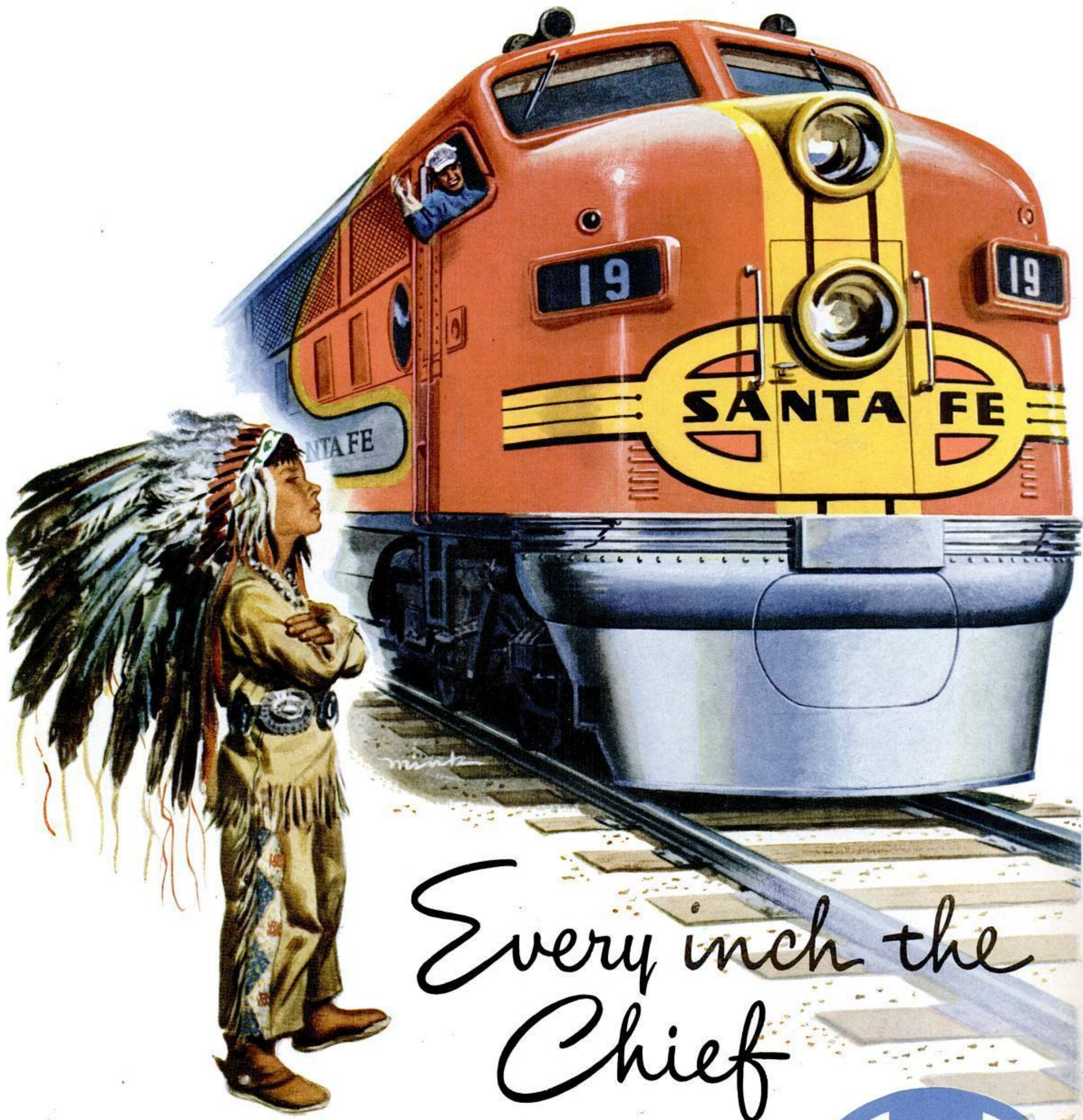
and sparkling water

full quarts 15¢
(plus deposit)

More for your money
An extra drink in every bottle
An extra quart in every 8

HERE'S LONGER LIFE. Clicquot Club Sparkling Water fizzes for a long, long time. In a tall drink, it holds its sparkle for a solid hour. Chill it before opening: it will keep lively two whole days when the Full Quart bottle's recapped and refrigerated. Give your spirits a lift with Clicquot Club Sparkling Water!





Every inch the Chief

Yes, *Little Chief*, our Chief measures up to the name!

For it is the all-Pullman, extra-fare, transcontinental streamliner (along with the daily Super Chief) that is famous among discriminating travelers for smooth-riding speed, roomy comfort, and delicious Fred Harvey meals.

The Chief provides daily service between Chicago and Los Angeles, Chicago and Phoenix, Chicago and San Diego.

In conjunction with the New York Central 20th Century Limited, the Pennsylvania

Broadway Limited, and Baltimore & Ohio Capitol Limited, it provides daily Pullman service between New York and Los Angeles, and between Washington and Los Angeles without changing cars.

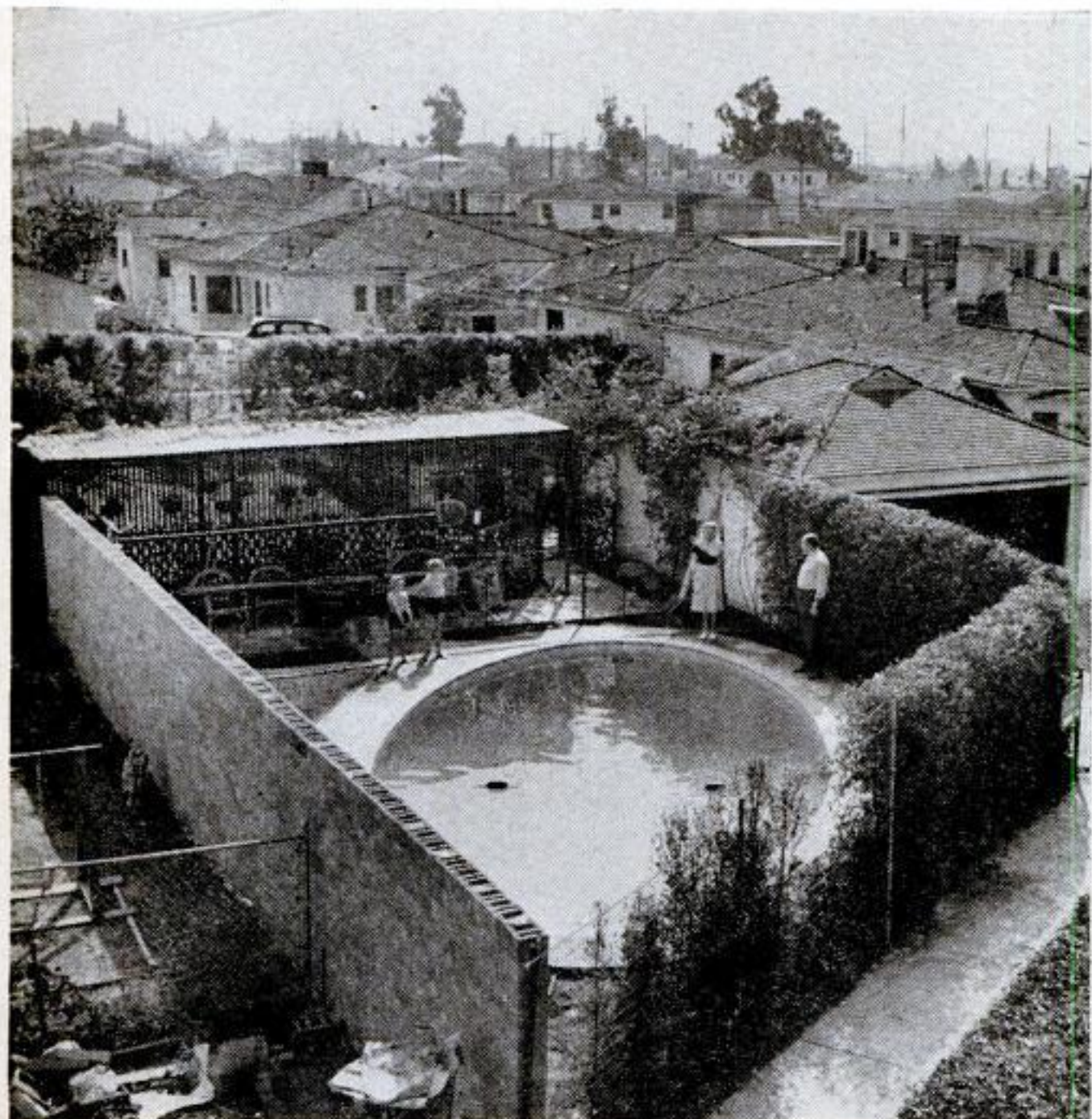
SANTA FE SYSTEM LINES...Serving the West and Southwest

T. B. Gallaher, General Passenger Traffic Manager, Chicago 4





A TOP COATING of white cement plaster, which dries in a day, follows when Gunite dries. Filter plant has already been installed, stone edging laid.



COMPLETED POOL is proudly surveyed by the Paulus family. Company must build two \$2,500 pools in the same general area to achieve its low price.

Which Twin has the Toni?

(see answer below)



One Permanent Cost \$15...the TONI only \$2

It's amazing! Yes, and it's true. A Toni Home Permanent is every bit as lovely as an expensive beauty shop wave. The Toni twins show it—and you can prove it today. But before buying the Toni kit you'll want to know —

Will TONI work on my hair?

Yes, Toni waves any kind of hair that will take a permanent, including gray, dyed, bleached or baby-fine hair.

Must I be handy with my hands?

Not at all! If you can roll your hair up on curlers you can give yourself a smooth, professional-looking permanent with Toni. Just by following the easy directions.

How long will it take me?

Waving time is only 2 to 3 hours. And during that time you're free to do as you please.

How long will my TONI wave last?

Your Toni wave is guaranteed to last just as long as a \$15 beauty shop permanent—or your money back.

Why is TONI a Creme?

Because Toni Creme Waving Lotion waves the hair gently—leaves it soft as silk with no frizziness, no dried-out brittleness even on the first day.

New Hair-Beauty Booklet For You!

It's 24 pages of valuable ideas. Professional secrets for choosing your most charming hairstyle. Words and pictures on how to style and set your own hair. Scores of other hair-beauty hints that will save you many dollars. Just mail a dime to cover cost, handling and mailing. Address your request for "Hair Beauty on a Budget" to The Toni Company, Dept. W, Box 3511, St. Paul, Minn.

Which Twin has the TONI?

Lucerne and Suzanne McCullough, pictured above, are well-known New York artists. Suzanne, at the right, is the Toni twin. She says "My Toni wave was soft and natural-looking the very first day. That's why Lucerne says her next wave will be a Toni, too."



Tune in "Give and Take" 2 P. M., EST, Saturday, CBS Network



GATE-CRASHER GRAVES ASKS HIS HOST, MINISTER RUSTEM VAMBERY, THE HUNGARIAN WORD FOR SALAMI. THE WORD: "SZALAMI"



GATE-CRASHER John Graves starts his evening by gallantly kissing the hand of the Hungarian minister's wife.



FRIENDLY GROUP consisted of Liberian minister (left), Graves and a Russian colonel. Topic: numismatics.



A MUSICAL RECITAL interrupted Graves's fun for a while. Here he listens to it politely with his host (right).

How to Crash a Party in Washington

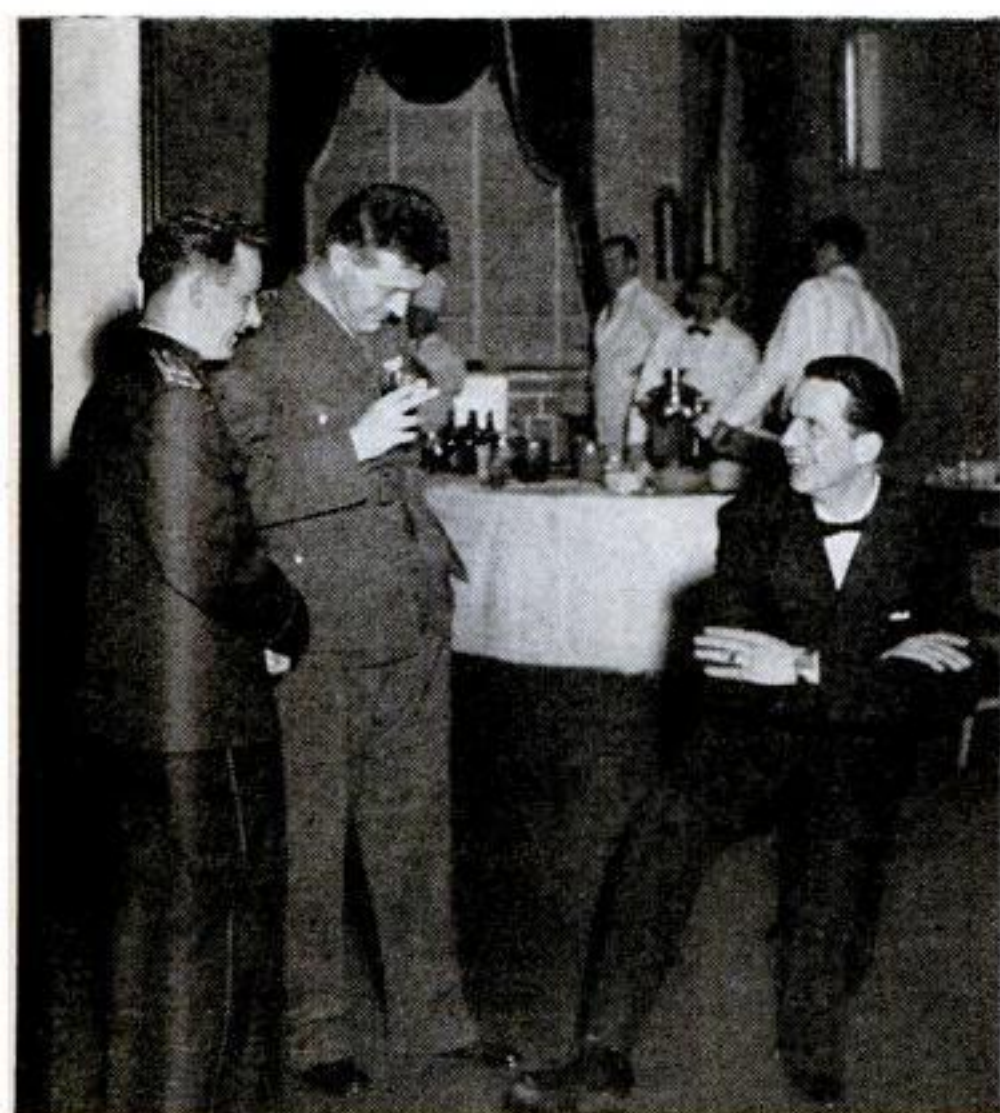
Enterprising college student enjoys a Hungarian reception

These pictures serve notice to the Hungarian legation that it has had a recent interloper. The young man shown here is having a wonderful time at a party to which he was not invited. His pleasant activity is standard practice in Washington, D.C. where bartenders often complain of losing valuable trade because so many people free-load during the long social season.

To test the notion that it is easy to crash an official Washington affair LIFE accompanied John Graves, a 27-year-old college student, to a reception given by the Hungarian legation in celebration of the 100th anniversary of Hungary's independence. Dressed in a rented tuxedo and white summer shoes dyed black, Graves blandly walked in on the party without being asked a single question. He gravely introduced himself to Host Rustem Vámbéry, Hungarian minister, and gallantly bent over Mme. Vámbéry's hand (*below, far left*). Then, holding the first of many drinks, he mingled with the guests, now listening solemnly, now smiling encouragement. To guests who asked him what he did, he replied simply, "Public relations." At the buffet table he filled up on imported *pâté de foie gras*, smoked salmon, ham and ice cream and became fast friends with Minister Vámbéry while discussing the merits of salami (*left*). As the evening wore on Graves's amiability even won over many of the taciturn Russians, including Ambassador Panyushkin (*below, right*), thus proving it was easy to penetrate the diplomatic Iron Curtain. Only one person made Graves feel uneasy. This was an affable gentleman whom Graves had pegged as another gate-crasher. He turned out to be the ambassador from Yugoslavia.



DRESSED IN PEASANT COSTUME, VERA KOLAR (RIGHT) HAPPILY SERVES GRAVES WITH FOOD



RUSSIAN "KAZACHOK" dance is put on by Graves for a Soviet officer (*left*) and his Czechoslovak companion.



DR. WELLINGTON KOO, the Chinese ambassador, greets Graves, who realized long ambition in meeting Koo.



RUSSIAN AMBASSADOR Panyushkin (*center*) looks noncommittal as Graves discusses Kachaturian's music.



**"SEE
that tumbler
Bounce!"**

• This stroboscopic photograph catches 19 images of its fall! These bounce tumblers are extra-hardened! Last 3 to 5 times longer than ordinary tumblers. And rims are guaranteed: "you get a new glass if the 'Safedge' ever chips." Now available at leading stores everywhere.



LIBBEY
*Bounce
Tumblers*



LOOK FOR THE HEAT-TREATED MARK ON THE
BOTTOM OF EVERY TUMBLER—H. T. IN THE STAR

Copyright, 1948, Libbey Glass, Division of Owens-Illinois Glass Company, Toledo 1, Ohio

How to Crash a Party CONTINUED

Crasher charmed the ladies,



GRAVES LAUGHS UPROARIOUSLY at a story which he has just told to Agatha Nyárády. She is ex-wife of the present finance minister of Hungary.



GRAVES IS FED some fruit salad by Mrs. Paul Zinner, wife of a State Department official (right). Everybody made sure that Graves got enough to eat.

ound up with a pretty date



aves figured that he spent \$13 for the evening (\$7 for tuxedo, \$2 for shoes and \$4 for taxis) but consumed about \$18.50 worth of good food and drink.



GRAVES LEAVES PARTY with Vera Kolar, whom he met during evening. d Graves, "Eight more crashers would have given the shindig more zip."

I agree KING is
today's BEST Buy!



Now Better Than Ever!

Friendly King For Friendly Flavor

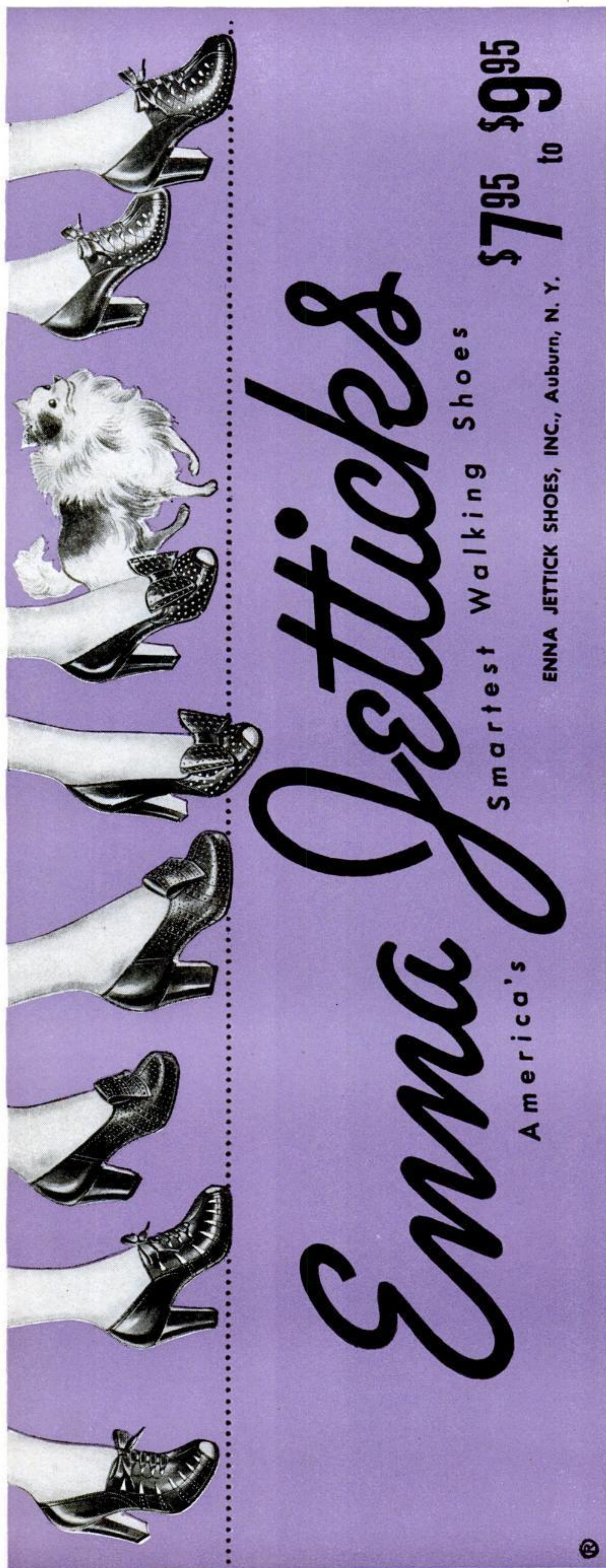
Try the friendly flavor of King in your favorite whisky drink. You'll agree King is smoother, more mellow—blended by the people who have been distilling famous Old Forester for 78 years!

1. King is blended by the distillers of famous Old Forester!
2. New, improved formula for extra smoothness, friendly taste!
- *3. King Black Label contains 40% Straight Whiskies 6 years or more old—blended with the finest grain neutral spirits!
4. Fine Kentucky blending, backed by one family, one tradition for quality for 78 years.



Brown-Forman
DISTILLERS CORPORATION
At Louisville in Kentucky

*KING BLACK LABEL. Blended Whisky. The straight whiskies in this product are 6 years or more old. 40% straight whiskies; 60% grain neutral spirits. 86 Proof.
KING RED LABEL. Blended Whisky. The straight whiskies in this product are 5 years or more old. 30% straight whiskies; 70% grain neutral spirits. 86 Proof.
OLD FORESTER. 100 Proof. Bottled in Bond. Kentucky Straight Bourbon Whisky.



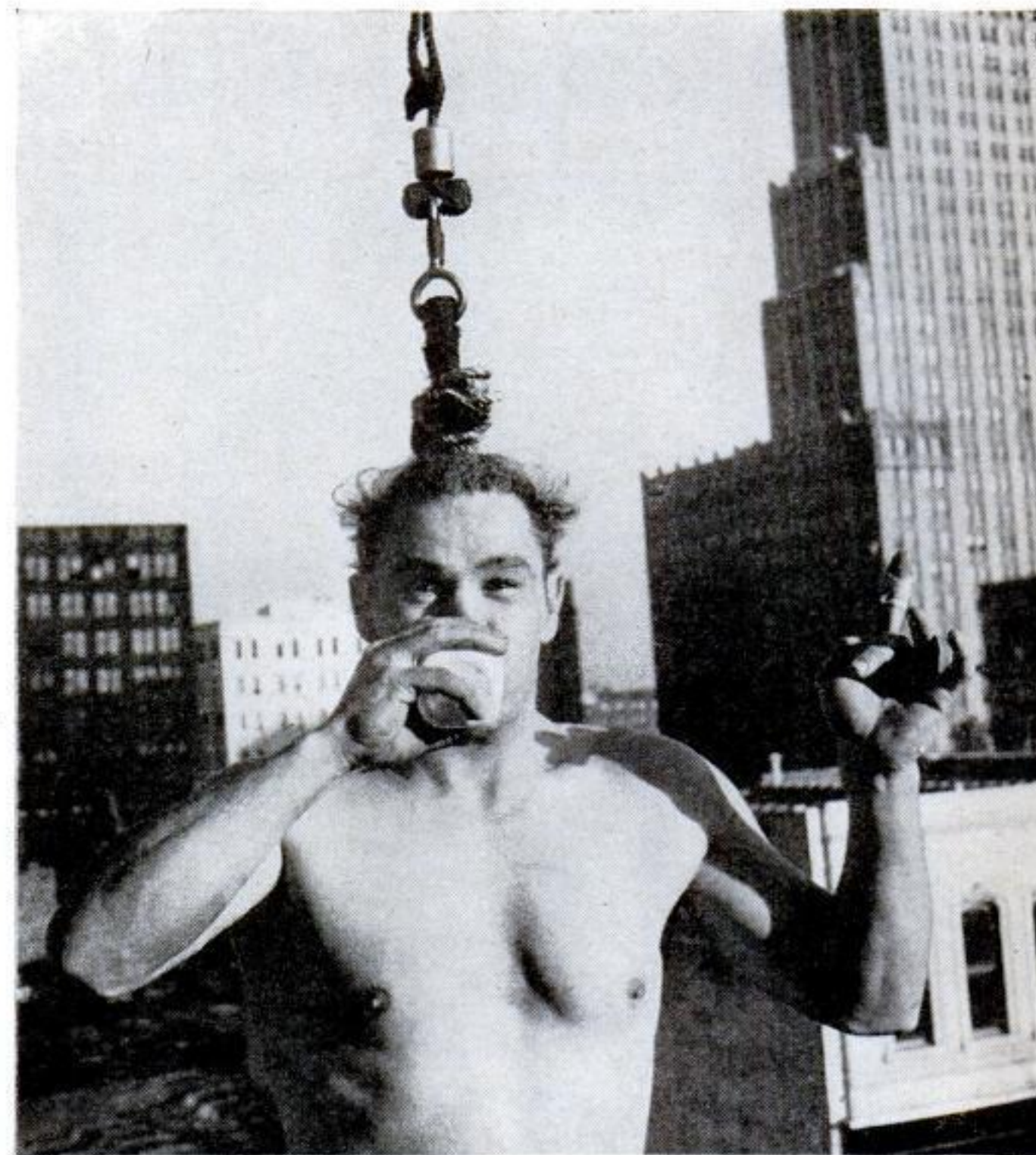
Smartest Walking Shoes

Emma Jettick &

\$7.95 to \$9.95

ENNA JETTICK SHOES, INC., Auburn, N. Y.

MISCELLANY



POLO HAS A GLASS OF MILK WHILE HANGING BY HIS HAIR IN MID-AIR

HAIR-RAISING ACT

Stunt man is lifted 100 feet by 18-inch locks

The dangling man shown here, a circus and carnival performer named Eddie Polo, is convinced that his hair is his fortune. Once a Hollywood stunt man, Polo now makes a good living hanging by his hair at dizzying heights. Last fortnight in Memphis, Tenn. he gave a free demonstration of his art to stir up public interest in a benefit show put on by the Disabled American Veterans. First Polo's graying, 18-inch locks were tied securely to the rope of a hand-operated derrick. The derrick, located on the roof of a seven-story office building, then hauled Polo up from the street level while passers-by gaped (*opposite*). En route to the roof Polo polished off a glass of milk (*above*) and read the evening paper. While passing the fourth floor he sold a ticket to the D.A.V. show and managed to answer a quick phone call. The trip took six minutes. After Polo had walked back down a newsreel man asked him to go through his act again. Polo said he'd be glad to, and did.



AT JOURNEY'S END Polo swings onto roof. After detaching the derrick he complained of a slight pain in the neck, admitted that he was out of training.



GOING UP, Polo browses through a copy of the *Memphis Press-Scimitar* and ignores the crowd of onlookers assembled below in Memphis' Court Square.

CONTINUED ON NEXT PAGE



REGENT

Rainfair's most luxurious Rain Topcoat—of renowned Pacific Mills virgin wool worsted gabardine—showerproofed. Fine tailoring and style details usually found only in the most expensive topcoats. Available with raglan or set-in sleeves. Colors: Taupe and Tan—\$36.50

Topcoat Smartness

plus SHOWERPROOF PROTECTION

See the new double-duty Rain Topcoat. Most valued garment in thousands of wardrobes is the double-duty Rain Topcoat by RAINFAIR. Smart as a topcoat, yet ready for rain.

Style features include smooth fitting raglan shoulders, fly front, collar shaped to neckline, deep yoke and sleeve lining of lustrous rayon, and slash pockets which permit easy access to your inner clothing. At finer men's stores everywhere.

ZEPHYR . . . Phantomweight. Folds to pocket size. 100% waterproof. Of miracle treated nylon. Weighs about 10 oz. Colors: Green and Brown—\$10.00

New Free Booklet illustrates popular Rainfair styles. Write for it and for the name of your nearest dealer.

RAINFAIR

Racine, Wisconsin
Makers of Smartair Sportswear



TOPPER . . . Another fine Rain Topcoat of a wool blend gabardine. Semi-balmacaan collar, raglan shoulders, style and tailoring details similar to the Regent. Colors: Tan and Taupe—\$28.50



"Let me tell you why so many men change to **REIS** Scandals



...BECAUSE ONLY REIS SCANDALS
GIVE YOU ALL THESE FINER FEATURES"



LOOK BETTER—FEEL BETTER

Reis Scandals' patented features provide mild, athletic support that gives a fellow breakfast-to-bedtime vigor.

At the same time why not change to Reis matching "Sta-Put" shirt, especially designed to absorb perspiration and cut to follow the leg-line of Reis Scandals.



"Sta-Put"
It Stays
Put

Robert Reis & Co., 2 Park Avenue, New York 16, N. Y.



CHANGE TO

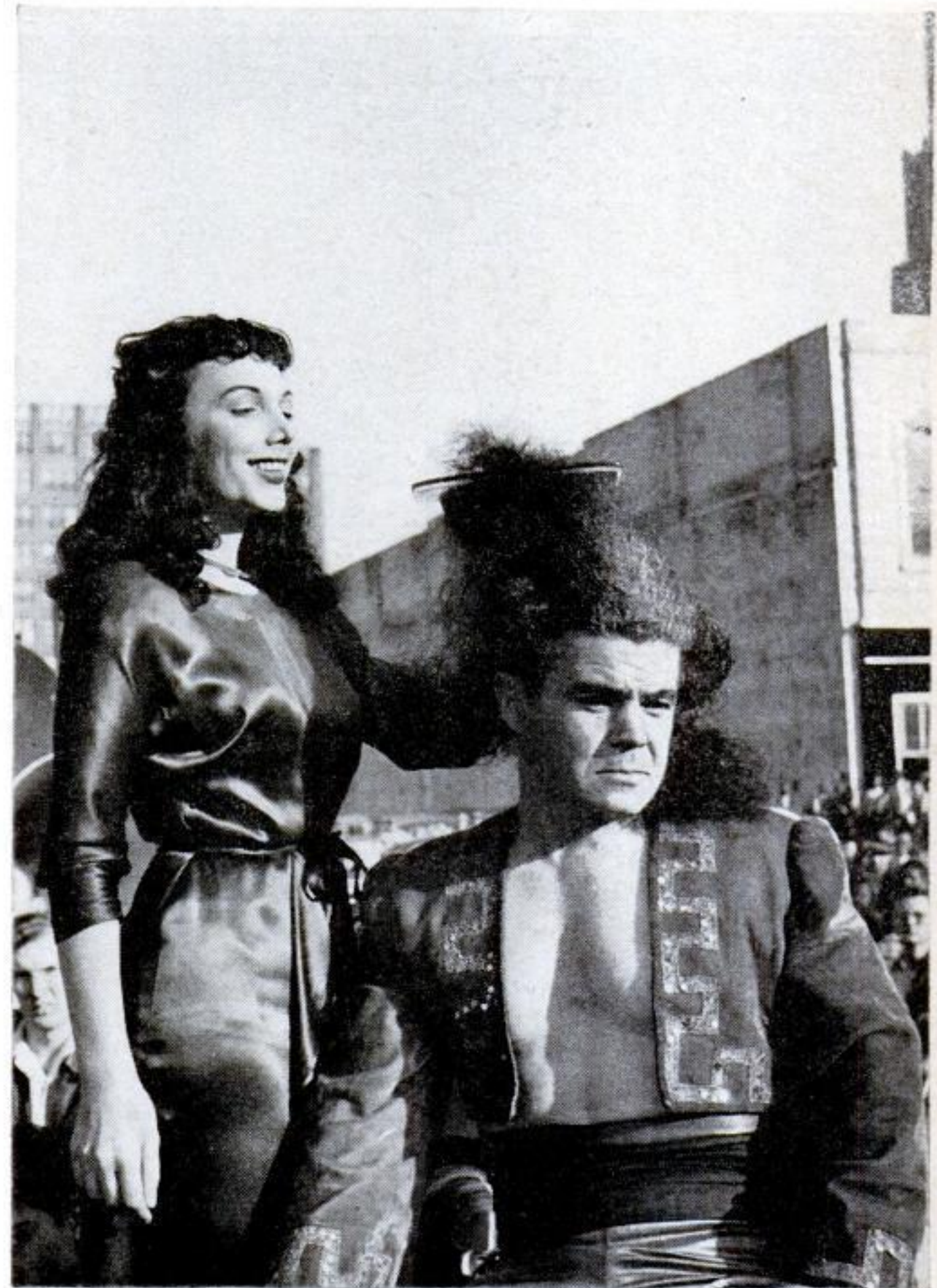
1885

REIS

1948

REG. U. S. PAT. OFF.

SPORTSWEAR • UNDERWEAR • PAJAMAS • HOSE



MRS. POLO, a dancer named Shelia Surpass, runs a comb through her husband's hirsute meal ticket. Polo's hair is never cut except on sides and neck.



HAIR IS TIED to derrick hook with rope and three plastic combs. Asked why his scalp does not hurt after a stunt, Polo said he never reveals trade secrets.

I tried to 'drive' a gondola down a Venice 'street'

1 "It was a sleek, private gondola inlaid with real gold leaf," writes Karl I. Peters, a friend of Canadian Club in Venice. "I was doing all right until the lowest bridge in Venice, that big sweep oar and a right angle turn all 'ganged up' on me at the same time. Things looked bad."



2 "We'd have sideswiped the bridge if Arturo, our expert gondolier, hadn't stiff-armed it. He shouted 'Keep your blade in the water. Steer by slanting your blade on the backstroke.' But that big oar was too much for me. I let him take over."



3 "Down the 'Main Street' of Venice... the Grand Canal... we glided in style. The Rialto Bridge arching over the Canal is famous for its little shops. My host pointed out the beautiful, balconied palaces that line the 'street' as we headed for the Piazza San Marco."



4 "Hammering out the hours on the Piazza are the huge bronze bell ringers, five centuries old. From the top of the 320-foot Campanile nearby, I saw the fabled Bay of Venice and its fishing fleet with orange sails... a breathtaking panorama."



5 "Il migliore salotto del mondo," said my host, describing the Piazza as we stopped at a Cafe. 'The living room of the world. Here you meet all your friends if you sit long enough.' Right away I was surprised and delighted to meet an old friend... Canadian Club. From my host's sudden burst of enthusiastic Italian gestures, I gathered that he certainly shared my high opinion of this great whisky!"

6 "It's like a touch of home to find Canadian Club practically everywhere you go!" write travelers the world over. Why this worldwide popularity? Canadian Club is *light* as scotch, *rich* as rye, *satisfying* as bourbon. You can stay with it all evening, in cocktails before dinner, tall ones after. That's what made Canadian Club the largest-selling imported whisky in the United States.

IN 87 LANDS NO OTHER WHISKY TASTES LIKE

"Canadian Club" MADE IN CANADA BY HIRAM WALKER

Imported from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky. 90.4 proof



IT TAKES EXPERIENCE TO SKIM THE SURF AT

40 miles an hour on one foot!

...and Champion
NANCE STILLEY
agrees that
in water skiing—and
in cigarettes too...

**"EXPERIENCE
IS THE BEST
TEACHER!"**



In twisting slaloms...
in tricky jumps...this
petite young Cypress
Gardens aquamaid is
in a class by herself
... a champion many
times over.



You watch her in
action and you *know*
Champion Nance
Stilley has had plenty
of experience. Her
cigarette? That's a
"choice of experi-
ence" too...Camel!



I NOTICE MORE
AND MORE PEOPLE
SMOKING CAMELS.
THEY'RE GREAT!

I LEARNED
BY EXPERIENCE...
BY COMPARING...
THAT CAMELS SUIT
MY 'T-ZONE'
BEST!



THE "T-ZONE"
T for Taste...
T for Throat...

your final
proving ground
for any
cigarette

R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

Let your  -Zone tell you why

**More people are smoking
Camels than ever before!**

● Now that people can get all the cigarettes they want... any brand...
now that they once again can choose their cigarette on a basis of
personal preference... quality... more people are smoking Camels
than ever before.

Why? The answer is in your "T-Zone" (T for Taste and T for Throat).
Let your own taste tell you what a difference Camel's expert blending
of choice, properly aged tobaccos can mean in cigarette flavor.

Let your throat tell you about Camel's cool, wonderful mildness.
Discover for yourself why, with smokers who have tried
and compared, Camels are the "choice of experience"!



According to a
Nationwide survey:

**MORE DOCTORS
SMOKE CAMELS
THAN ANY OTHER
CIGARETTE**

When 113,597 doctors from coast to coast—in every field of medicine—
were asked by three independent
research organizations to name the
cigarette they smoked, more doctors
named Camel than any other brand!

CHOICE OF EXPERIENCE!